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ambition



**NOV 2023**

# STUDY TOURS & FIELD TRIPS @ UID



**Experience, travel – these are as education in themselves.**  
– Euripides

**“The world is the true classroom. The most rewarding and important type of learning is through experience, seeing something with our own eyes.” – Jack Hanna**

Study tours & field Trips are integral to UIDs educational experience to complement formal classroom interaction / learning that help students to develop a holistic understanding / appreciation of the Industry and the creative economy. These are great game changers to instill confidence & develop their critical and analytical skills .It stimulates intellectual ability and develop a well-integrated & grounded professional with a strong focus & identity. We aim to empower students with tools to relate with real-world experiences.

Study Tours or Field Trips can be immersive experiences that connects with people, communities of practice, craft technology & socioeconomic or industrial ecosystems to hone UIDians’ knowledge and skills. Our trips take place within the country or across the globe as each provide students with an opportunity to explore and learn about new places, cultures, and innovative ideas outside the classroom. We want them to be curious learners as they evolve their ability to query and respond to design perspectives both individually and through collaborative interdisciplinary & global challenges.

**Hands-On Learning** –Education trips offer students a unique opportunity to learn through hands-on experience. ‘Making by Thinking’ is our credo for prototyping workshops imbibing new techniques, interactions with different environments, cultures, and historical sites, which enable them to apply their knowledge and skills to real-world situations

**Stories and experiences to share** – that create lifelong treasurable memories to serve as powerful motivators and propel them in the path of continuous learning and exploring new ideas. Each study tour / Field trip provide students with innumerable stories and experiences to share with family, friends & student communities.

**Problem solving and collaborating on the go** – provide students with exposure to diverse cultures and traditions. Learn to navigate cities, currencies, routes and hot spots, learn a new language and customs, an exposure that can help students develop empathy and tolerance for people & global perspectives. By experiencing different cultures, students can develop a broader worldview, which can be crucial in the global society we live in. Learn Team working by collaborating with multicultural and diverse societies.

**Study abroad programs prepare students for global careers** – Field Trips and study tours abroad enables students to adapt to diverse work environments, collaborate with diverse teams, and learn conflict resolution. It opens pathways to great global Careers by fostering intercultural competence through dialogue and reflection while exposing students to different perspectives, norms, and social contexts. They are an excellent opportunity to network with professionals, alumni, and mentors in their field of interest. It fosters Global citizenship that imbue a sense of belonging and responsibility to the global community at large. It is through the Study Trips our faculty and students carry forward this multisensory experiential learning to impact their understanding of the world. . At UID we make each experience memorable!!!

By: Col. Surojit Bose, Head of Institution, UID.



# A DAY AT SHREYAS MUSEUM



Students with the faculty Ms. Anahita Suri at the Shreyas Lokayatan Museum.  
Picture Courtesy: Aditi Shukla.

Students of Fashion Design Semester 3 visited the Lokayatan Museum and Balayatan Museum at Shreyas foundation in Ahmedabad, along with our faculty, Ms. Anahita Suri. This trip was to understand different kinds of traditional garments, jewellery, utensils, prints and embroidery were used by people in Gujarat, India and across the globe.

When we entered the museum we saw big pitaras where people used to store their food stuff. Young girls used to do embroidery work since childhood to prepare for their trousseau and kept embroidered clothes in that pitaras till the time they get married. Then we saw chaklo hanged on wall which were used for decoration purpose and also for covering the pitaras. On display were also patchworked bedsheets made of reused fabric.

The entrance of Lokayatan museum had huge pots being placed, one of which was from Afghanistan. They were used to import dry fruits lodged on a camel. Another was from Cchina, that was used to store spices, silk and tea.

Clothes, accessories, footwear and home décor pieces of the Kathi and Rabari communities of Gujarat were displayed. Kathi community is found mostly in Saurashtra region of Gujarat. The types of stitch they used to work with was running stitch, rabari stitch, chain stitch, cross stitch and mirror stitch. Kathi community people used blue and white base and then embroidered on it with different colours. People wear different colours according to their age group- young people wear bright and vibrant colours, middle age people wear dark colours and old age people wear black colour. In Saurashtra, eligible bachelors intending

to marry wear blue embroidered dhoti and carry an embroidered umbrella.

We also saw some world famous Patola weaves and got to know that there were two types of Patola- Rajkot patola and Patan patola. We also had a look at the other textiles like bandhani (Gujrat), rogan (natural colour and oil are boiled together), tie dye and embroidery, tangalia work. We also saw home décor made of bead work.

The Balayatan museum houses various cultural artefacts from different states of India and some from other countries. On display were varied and hand made artefacts like bamboo basketry, kauna phak red mat, stone turned work, textile weaving and loin loom weaving from Manipur; Chhau masks and Bishnupur teracota work from West Bengal; Ram darbar display from Uttar Pradesh, Pipli applique umbrella, Ganjifa cards, Pattachitra from Odisha; Phad paintings from Rajasthan, among others.

The international section included paintings of Angkor Vat from Cambodia, Chinese fan and Mah-jong set from China, masks and chopsticks from Japan as well as bead jewellery & footwear of the Masai tribe of Africa.

This visit was an eye opener and helped us understand the visual culture of different communities. This has given us many inspirations to take forward into our work in the coming semesters.

By: Aditi Shukla, B. Des (Hons) Fashion design & Styling Sem III, UID.



# A JOURNEY INTO HISTORY AND TRADITION

The Global Design Programme students embarked on a study tour as part of their 'History of Design and Art' module to 2 museums. The Shreyas Folk Museum and the Vechaar Utensil Museum. Through these visits, students delved into the contrasts between folk and classical histories, striving to understand the intricacies and challenges of documenting, archiving, and articulating folk traditions.

## **Shreyas Folk Museum: The Essence of Folk History**

Folk history, at its core, is the living memory of ordinary people. It is not about the chronicles of kings or world events but in the everyday lives, stories, and practices of the masses. However, this vibrant tapestry often remains undocumented and, over time, faces the peril of fading into oblivion.

At Shreyas Folk Museum, students encountered a diverse and vivid collection of items that stand testament to the rich folk history of Gujarat. Ranging from textiles and jewellery to toys and furniture, each artefact told a story of its own. The museum, has been preserving these treasures, and acts as a reservoir of knowledge. The challenges in documenting and archiving folk traditions are numerous. These traditions, often oral in nature, can easily become distorted over time. Moreover, with rapid urbanisation and changing social structures, many of these practices are becoming extinct. The students were guided through the various exhibits of the museum by Ms. Hardika and Prabhaben.



Students visited both the Museums, the Lokayatan Folk Museum of costumes, objects and Kalpana Mangaldas Museum of toys and craft. Picture Courtesy: Image credits: Bhavin Shukla.



## **Vechaar Utensil Museum: Rituals, Traditions, and the Landscape of Gujarat**

Shifting gears from the general spectrum of folk history, the Vechaar Utensil Museum presented a nuanced exploration of the rituals and traditions unique to Gujarat's hot and dry arid landscape. The museum's vast collection of utensils offers a window into the everyday lives of people, showcasing how the environment directly influences cultural practices, especially in relation to food. The utensils which we use everyday yet pay very little attention to were the focus of this visit. The students also had a taste of the Gujarati food at Vishala.

But the Vechaar Utensil Museum is not just about kitchenware. It paints a broader picture of life in Gujarat by weaving a narrative of rituals, ceremonies, and traditions. This allowed the students to understand how even seemingly mundane objects like utensils could hold profound cultural significance. The study tour was a deep dive into the world of objects and history, transcending beyond the confines of textbooks. The contrast between folk and classical, as explored through the museums, offered the students a multi-dimensional perspective on design's evolution over the centuries.

The artifacts at Shreyas Folk Museum and the Vechaar Utensil Museum stand as silent yet



Students visited the Vechaar museum of utensils at Vishala. Picture Courtesy: Bhavin Shukla.

The arid conditions of Gujarat have birthed a cuisine and culinary tradition that is distinct, with utensils playing a crucial role in the preparation, storage, and consumption of food. By studying these utensils, students gained insights into the evolution of design in response to both cultural needs and environmental constraints.

eloquent narrators of time, emphasising the importance of preservation and understanding. For the Global Design Programme students, this journey was not just educational but transformative, providing them with a renewed appreciation for the vast cultural wealth of Gujarat.

By: Bhavin Shukla, Assistant Professor, Global Design Programme, UID.

# A JOURNEY OF INNOVATION AND CULTURAL EXPLORATION

Unitedworld Institute Of Design organized a field trip to Baroda for the students of B. Des( Hons) Fashion Design & Styling, Semester I. The trip included visits to the Laxmi Vilas Palace and Baroda Museum.



Students at the Baroda Museum. Picture Courtesy: Mansee Khera.



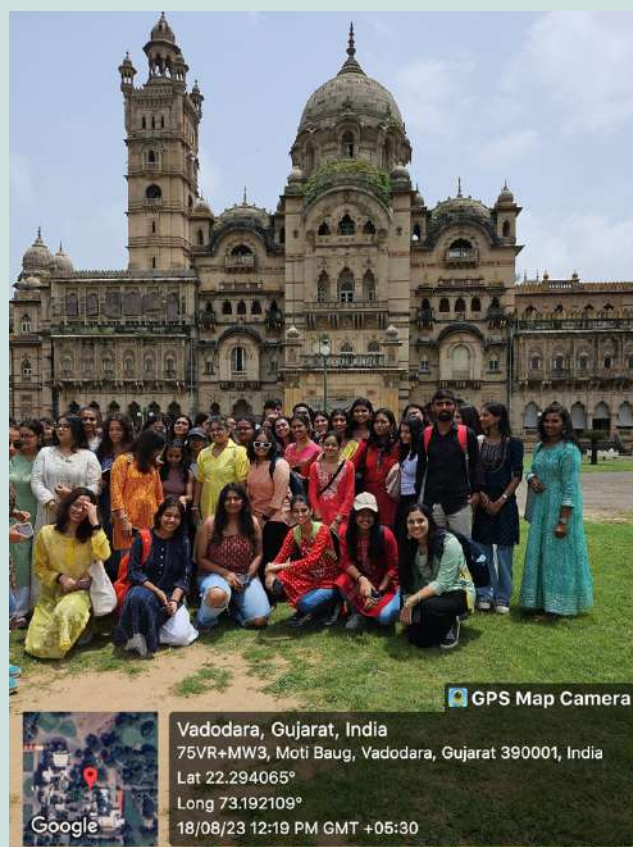
Innovation, creativity, and cultural enrichment converged on a single platform during the one-day educational visit to Vadodara. This immersive journey was crafted with the aim of unlocking new dimensions of learning, specifically in the realms of design, art, and culture. As the sun cast its golden rays upon the vibrant city, students embarked on an expedition that promised not only insights but also transformational experiences.

Under visionary leadership, this voyage transcended the ordinary, becoming a conduit for the extraordinary. The path unfurled towards Vadodara, a city steeped in history and artistic legacy.

The destinations chosen for this journey were a testimony to the innovative spirit that drives artistic and design pursuits. Laxmi Vilas Palace

and its enchanting art museum served as the first port of call. Innovation resonated in every corner of this architectural marvel, a symphony of intricate design and cultural narratives. Raja Ravi Verma's masterpieces ignited the creative sparks within the students, showcasing the innovative fusion of classical artistry and storytelling.

Subsequently, the Baroda Museum and Picture Gallery added another layer to this tale of innovation. Here, art and design transcended geographical borders and historical epochs, merging into a colorful tapestry of human creativity. The museum's collection spoke a universal language, igniting students' imaginative prowess and stimulating innovative ideas. The interplay of diverse cultures and styles within these hallowed walls was a testament to the innovation sparked by cross-cultural artistic exchange.



Students at the Laxmi Vilas Palace.  
Picture Courtesy: Mansee Khera.

The outcomes of this visit resonated far beyond the cobblestone streets of Vadodara. The impact on the students' learning journey was palpable. They were immersed in a cultural milieu that kindled their creative instincts and instilled in them the value of innovation. Witnessing the masterpieces of Raja Ravi Verma and the diverse collection of the Baroda Museum brought forth a deep understanding of the fusion of tradition and innovation in art and design.

Equipped with a newfound appreciation for the historical underpinnings of design, students are now better poised to embark on a journey of innovation and prototyping. The exposure to different art forms and cultural narratives provided them with a nuanced perspective, enabling them to infuse innovation into their design concepts.

The visit's impact poised to transcend the confines of academic boundaries, serving as a guiding light for the students' future creative endeavours.

By: Mansee Khera, Assistant Professor, Department of Fashion & Lifestyle, UID.

# AN EXCURSION TO L D MUSEUM AND ADALAJ STEPWELL

The field of design often looks forward, striving to innovate and imagine the new. However, for the students of the Global Design Programme, a recent study tour forced the students to reflect on the very nature of history and how it intersects with art and design. This insightful journey, as part of their Leadership Lab module, took them to two emblematic sites: the L D Museum and Adalaj Stepwell.

The primary lens for their exploration was E. H. Carr's influential question, 'what is history?' In his seminal work, Carr delves into the intricacies of how history is documented, assembled, and presented. His philosophical exploration urges readers to go beyond viewing history as a mere collection of facts and instead recognize it as a constantly evolving narrative, shaped by both the historian and the times. For design students, this perspective can be particularly enlightening. How does one interpret objects of design and art from the past?

## Adalaj Stepwell: History Carved in Stone

The journey began with the first stop at the Adalaj Stepwell. Unlike any ordinary well, this architectural work is a testament to both the practical and aesthetic sensibilities of its creators. Stepwells, traditional to the Indian subcontinent, were more than just utilitarian structures; they were places of social gathering, of respite from the heat, and often of worship. The intricate carvings and inscriptions on the Adalaj Stepwell's walls provide a window into the lives and beliefs of the people from the time it was constructed.



Students at Adalaj Stepwell with Assistant Prof. Ashish Mathai. Picture Courtesy: Bhavin Shukla.

## Collection at L D Museum

The L D Museum in Ahmedabad, a treasure trove of objects from the built environment, was the first stop. Home to an eclectic collection ranging from Jain paintings and idols to textiles, instruments, and coins, the museum offers a rich tapestry of India's diverse cultural and artistic heritage. The museum doesn't just house artifacts; it encapsulates stories, traditions, and histories.

Guided by the Museum keeper, Priyanka Kundu, the students embarked on a tour of the exhibits. As they moved from one artifact to another, they were encouraged to view each piece not just as an isolated object, but as a chapter in a larger historical narrative. What stories did the coins, passed through countless hands, have to tell? In what ways did the religious paintings and idols signify the evolving spiritual beliefs and practices?



Students at L D Museum with museum keeper Priyanka Kundu. Picture Courtesy: Bhavin Shukla.

As the students concluded their tour, they were left with a profound understanding of the interconnectedness of design, art, and history. The artifacts, structures, and stories they encountered brought out the importance of iconography and symbols. The tour wasn't just an academic exercise; it was an invitation to view the world, both past and present, with a more critical and thoughtful lens. It was good that the students visited the Adalaj stepwell before going to the LD museum as they had a better context of the types of sculptures, types of stone and the kind of carvings that exist in this geographical zone of Gujarat and Rajasthan. For these budding designers, it was a reminder that every creation, every design, doesn't just exist in the present but is a continuation of a long, intricate tapestry of human history and expression.

By: Bhavin Shukla, Assistant Professor, Global Design Programme, UID.



# EXPLORING INNOVATIVE DESIGN CONCEPTS AT PRATO BY GREEN HOUSE STUDIO

On the 28th of August, 2023, we had the privilege of visiting the impressive studio office of Prato by Green House, at Ahmedabad which is a hub of innovation in modular kitchens and wardrobes. Our guide for the day was Mr. Raag Shah, whose expertise illuminated our understanding of the intricate world of kitchen and wardrobe design.

Mr. Raag Shah commenced the tour by unraveling the importance of meticulous kitchen planning. He emphasized the concept of a “working triangle” comprising the sink, fridge, and cooking stove, which forms the core of an efficient kitchen layout. His insights into drawer mechanisms and the selection of materials for kitchen construction were invaluable, providing us with a newfound appreciation for the complexities of kitchen design.



Student Understanding the details with the guide

The site visit left an indelible mark on all of us, expanding our horizons in the world of interior design. We extend our heartfelt gratitude to our faculty for organizing such enriching sessions and to Prato by Green House Studio for opening their doors and sharing their wealth of knowledge with us.

In conclusion, our visit to Prato by Green House Studio was a captivating journey into the artistry of modular kitchen and wardrobe design. Under Mr. Shah's guidance, we discovered the intricacies of creating functional yet aesthetically pleasing spaces, leaving us inspired and eager to explore further the boundless possibilities in the realm of interior design.

The site visit was conducted by Assistant Professor Mira Patel, Assistant Professor Aakanksha Batra, and Assistant Professor Deeksha Somaiya.



Student Understanding the details with the guide

By: Bipasa Singha Roy, M. Des Interior Experience Design Sem III, UID.



Student of M. Des. Semester 3 and B.Des Semester 3 at the site

Moving on, Mr. Shah showcased a stunning array of wardrobes, each a testament to Prato's commitment to elegance and functionality. What truly fascinated us was the incorporation of light sensors in every wardrobe. As soon as you open a wardrobe, a sensor triggers the interior lights to illuminate the contents, a brilliant fusion of aesthetics and practicality.

One of the most striking takeaways from our visit was dispelling the misconception that modular furniture cannot be customized. Mr. Shah made it abundantly clear that the level of customization in modular furniture depends on a harmonious collaboration between the designer and the manufacturing company, effectively debunking the myth that modular equates to rigidity.

# FIELD TRIP TO OLD AHMEDABAD - PEOPLE AND ENVIRONMENT

B.Des Semester 3 students from the Interior and Furniture Design department embarked on an enriching field trip to the culturally infused corners of Old Ahmedabad, as part of the module: People and Environment. Their itinerary included visits to Manek Chowk, Bhadra Plaza, Dhalgarwad, Ratanpole, and Pol houses. The students' primary objective was to immerse themselves in the local traditions and distinct character of the area, delving into the profound sense of belonging and community. They analyzed how the people contributed to the vibrancy of the place, marveling at the myriad human-centered designs adorning the surroundings.



Students with faculties Aakanksha Batra and Zankruti Raval at Bhadra Plaza

Ahmedabad, a city pulsating with life, effortlessly blends its historical roots with the contemporary world. Despite the relentless march of modernization, the denizens of old Ahmedabad preserve their age-old traditions and cultural identity. An exemplary testament to this preservation is the grand Chabutras, cherished by the locals as both cultural artifacts and gathering spots. These remarkable structures serve as a profound link to their heritage.

The first group of students explored the bustling marketplace of Manek Chowk, a vibrant hub teeming with food stalls offering a tantalizing array of Indian delicacies. It also served as a melting pot for diverse social gatherings, where locals and tourists mingled in a harmonious manner. With a rich history tracing back to the Bhadra Fort's royal courtyard, Manek Chowk exuded an aura of liveliness that transcended time.



A small shop serving as a point of socializing

Another group of students marveled at the Bhadra Fort's fascinating blend of Islamic and Hindu architectural styles. Situated near the renowned Teen Darwaza, the sprawling plaza opposite it held an intriguing legend. Local vendors believed that any business started there would prosper, thanks to the auspicious connection with goddess Lakshmi. Within the fort complex, the serene "Bhadra Square" offered a shady respite amid the bustling plaza.

The students' visit to Dhalgarwad revealed a vibrant textile market, a treasure trove of exquisite fabrics like silk, cotton, and traditional Gujarati textiles such as Bandhani and Patola. The bustling lanes showcased shops brimming with ready-to-wear garments, accessories, and traditional adornments, as shoppers haggled and bargained, adding to the energetic ambiance.





Street market at Bhadra plaza with a canopy for providing shade

Ratanpole proved equally captivating, serving as a thriving hub for wholesale trade in diverse commodities. The cloth market here enticed visitors with its array of Gujarati handicrafts and religious artifacts, painting a vivid picture of local life and commerce.



The bustling market of Teen darwaza

Lastly, the students ventured into the enchanting world of Pol houses, historical residential neighborhoods adorned with intricate wooden facades and ornate windows that harnessed natural ventilation. Designed to foster a sense of community and security, the Pol's central courtyard, known as Chawl, acted as a shared space for communal gatherings. Despite some modern adaptations through renovations, the Pol houses successfully preserved the essence of their original architecture.



A man reading in a confined space inside his shop

The city's deep historical significance and the warm embrace of its residents left an indelible mark on the students, leaving them inspired by the rich heritage and cultural tapestry that Old Ahmedabad lovingly preserves."

By: Aakanksha Batra, Assistant Professor, Interior Design, UID & Rachna Menon, B. Des (Hons) Interior Design, Sem III, UID.

# FROM HAVELIS TO HARMONIUMS: AN EXPEDITION INTO RAJASTHAN'S CULTURAL RICHES

Our educational trip to Rajasthan was an eye-opening and captivating journey for the students of Semester 1, pursuing a Masters in Visual Experiential Design. As a part of the 'People & Culture' course, the trip was meticulously planned to explore the cultural diversity and rich tapestry of tribal life in the vibrant state of Rajasthan, India. This article summarizes our experiences and insights gained during this enriching journey.

## Shekhawati: The Land of Havelis

Our expedition commenced with our arrival in Shekhawati, where we explored the quaint town of Mandawa. Shekhawati is renowned for its magnificent havelis, which date back to the 18th and 19th centuries. These havelis stand as a testament to the region's prosperous trading history. The intricate frescoes and detailed architecture of these havelis left us awe-inspired and earned Mandawa the title of the "Open Art Gallery of Rajasthan." Some locals entertained us with stories of haunted havelis, adding a layer of mystique to our visit.



Haveli Visit in Shekhawati. Picture Courtesy: Naitik Rohit Agarwal

## Khuri and Barna: Insights into Local Communities

Our next stops, Khuri and Barna, offered a profound look into the lives of the local communities. We visited a local school and engaged in interviews with teachers, which shed light on the challenges faced by the community, particularly the lack of resources for education and youth development. However, we also encountered forward-thinking individuals working towards change, which was heartening to witness.

## Musical Traditions and Tribal Culture

As we ventured deeper into tribal villages, we were immersed in the rich musical traditions deeply rooted in Rajasthan's culture. The soul-stirring melodies and rhythmic diversity of the region's

music were truly enchanting. The traditional instruments, including the dholak, harmonium, and the sarangi, filled the air with mesmerizing auditory tapestries. The communities here have preserved these traditions with great care, passing them down through generations.

## Jaisalmer: The Golden Fort

Our final destination was the iconic 'Sonar Qila,' or the "Golden Fort" of Jaisalmer. What sets this fort apart is its distinctive honey-coloured sandstone construction, which seems to seamlessly blend with the arid landscape and shimmers like gold in the sunlight. We explored the narrow streets, intricate architecture, and vibrant culture within the fort's walls, gaining valuable insights into the history and heritage of the region.

Our six-day journey through Rajasthan was a remarkable experience that expanded our understanding of cultural diversity and tribal life. The colourful attire, traditional music, and age-old customs of the various tribal communities we encountered left an indelible mark on our perception of Rajasthan's cultural tapestry. We departed with a greater appreciation for the rich heritage of the region and the challenges faced by its local communities.



Students visiting Jaisalmer. Picture Courtesy: Ruchira Jain.

We also had the opportunity for some local shopping around Jaisalmer Fort, where we bought traditional clothing and showpieces, bringing back mementos of our incredible journey. As we returned to our starting point, we carried with us not only souvenirs but also a deeper appreciation for the people and culture of Rajasthan. This educational trip has undoubtedly enriched our understanding of Visual Experiential Design by immersing us in the real-world experiences and stories of Rajasthan's diverse communities.

By: Stushi Sharma, Nookala Abhiram and Ruchira Jain, M. Des Visual Experience Design, Sem 1, UID.



# GOLDEN INSPIRATIONS: LIFESTYLE ACCESSORY DESIGN STUDENTS AT GGJS 2023



Lifestyle Accessory Design students at GGJS.  
Picture Courtesy: Heli Intwala

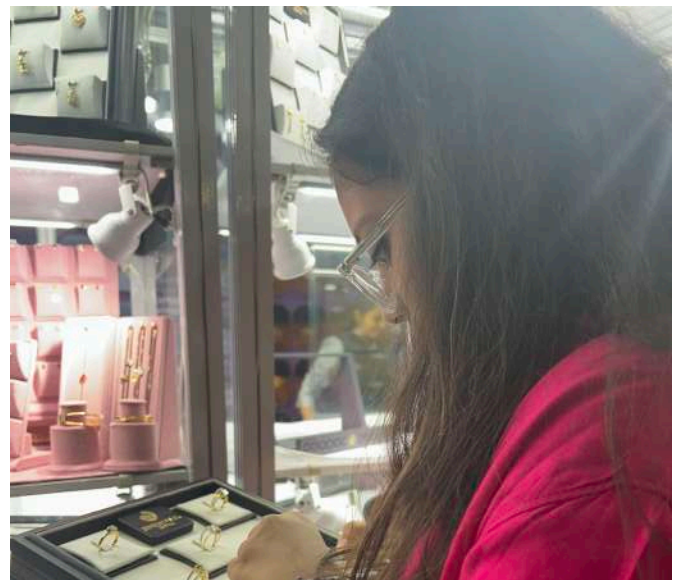
Lifestyle Accessory Design students of semesters 3 and 5, from UID, had the privilege of attending the esteemed Gujarat Gold Jewellery Show (GGJS-2023) held at Helipad Exhibition Centre, Sector 17, Gandhinagar, Gujarat.

As a B2B jewelry exhibition organizing firm, GGJS, the Gujarat Gold Jewellery Show, is dedicated to providing a platform for businesses to present their latest products and services to a global audience. At the Young Jewelers Summit, young entrepreneurs discussed a variety of themes. Karan Kothari, Nandita Agarwal, Mohit Sheth and Shradha Keshri shed light on various significant themes, including current jewelry trends, cultural relevance, and the impact of social media on the entire industry. India is the world's top leading producer of gold jewelry, with a total global market value of \$29 billion.



Lifestyle Accessory Design HOD- Prof. Sweta Dalal with dignified speakers at GGJS. Picture Courtesy: Heli Intwala

The significance of jewelry in India is culturally grounded and emotionally tied. India has a long history with gold jewelry. Social media is the pathway through which you can reach consumers. The importance of market trends in all fashion and jewelry, the finishing of the product, the attractive look of the jewels, and sales all contribute to the uniqueness of a brand."



Lifestyle Accessory Design students at Gujarat Gold Jewellery Show (GGJS)-2023 Event. Picture Courtesy: Heli Intwala

The visit was meticulously coordinated, organized, and accompanied by the esteemed faculty members of the Lifestyle Accessory Department: Head of the Department Prof. Sweta Dalal, Asst. Prof. Kavita Chauhan, and Asst. Prof. Kumud Kedia.

By: Heli Intwala, B. Des Lifestyle Accessory Design, Sem V, UID.



# IMMERSIVE DESIGN EMPATHY

## -GH2 GANDHINAGAR

Most of us have heard about the GH2 district, and many of us have even seen it. People dressed in shambles, houses made of tarp and misery all around. Nevertheless, what does the real GH2 look like? Let's take a look.

For our Design Process course, we went to GH2 to do our research. Our first impressions were the same as everybody else. We felt pity, sympathy and maybe even a little bit of empathy.

The first things we observed were how they looked. All sitting together and chatting, children playing and dogs roaming around everywhere. Torn clothes, diseases, lice and very poor hygiene.



Picture Courtesy: Nandana Menon, 'Glimpse of Children at Urban Poor Cluster', 2023

People looked happy but also sad in their own ways. Looking at children with barely any clothes, we felt really privileged.





Picture Courtesy: Paarnika R.Kumar,  
'UID students interacting with User Group at GH-2',2023

But what they portray and what they are, are starkly different.

Most of the residents of GH2 are there by their own choice. They all come from families with big houses and fields in their villages but decided to stay in such horrible conditions in the name of "better opportunities". They work as construction labourers and daily wage workers, barely making Rs. 100 every day. When offered proper paying jobs, the residents refused the opportunity to take them on.

One of the women we met, even said that she cannot work a proper job because she has had three C-sections and prefers to do rag picking.



Picture Courtesy: Manasvi Choodi,'Living Conditions of Dwellers at GH-2, Gandhinagar',2023



With the 'Free Housing Plan' initiated by the Government of Gujrat, the residents can get a proper shelter over their head, but they refuse to do so, subjecting their young children to various diseases, hardships, and an inadequate lifestyle.



Picture Courtesy: Manasvi Choodi 'Local NGOs Providing food and other facilities for better living conditions', 2023

While, the adults refuse such opportunities for development, wanting to stay where they are, actually enjoying the poverty and pity they get with it; the children, enthusiastic little souls, are excited to study and educate themselves.

They regularly attend school, but the quality of education they get is very poor.

One of the girls, who is in the 6th grade, had no idea about the Gujarati, Hindi, and English alphabets. Not only this, but most of their classes are held with different grades sitting together.

However, all the kids are dedicated and every evening at 5pm, they attend tuition classes held by a NGO.





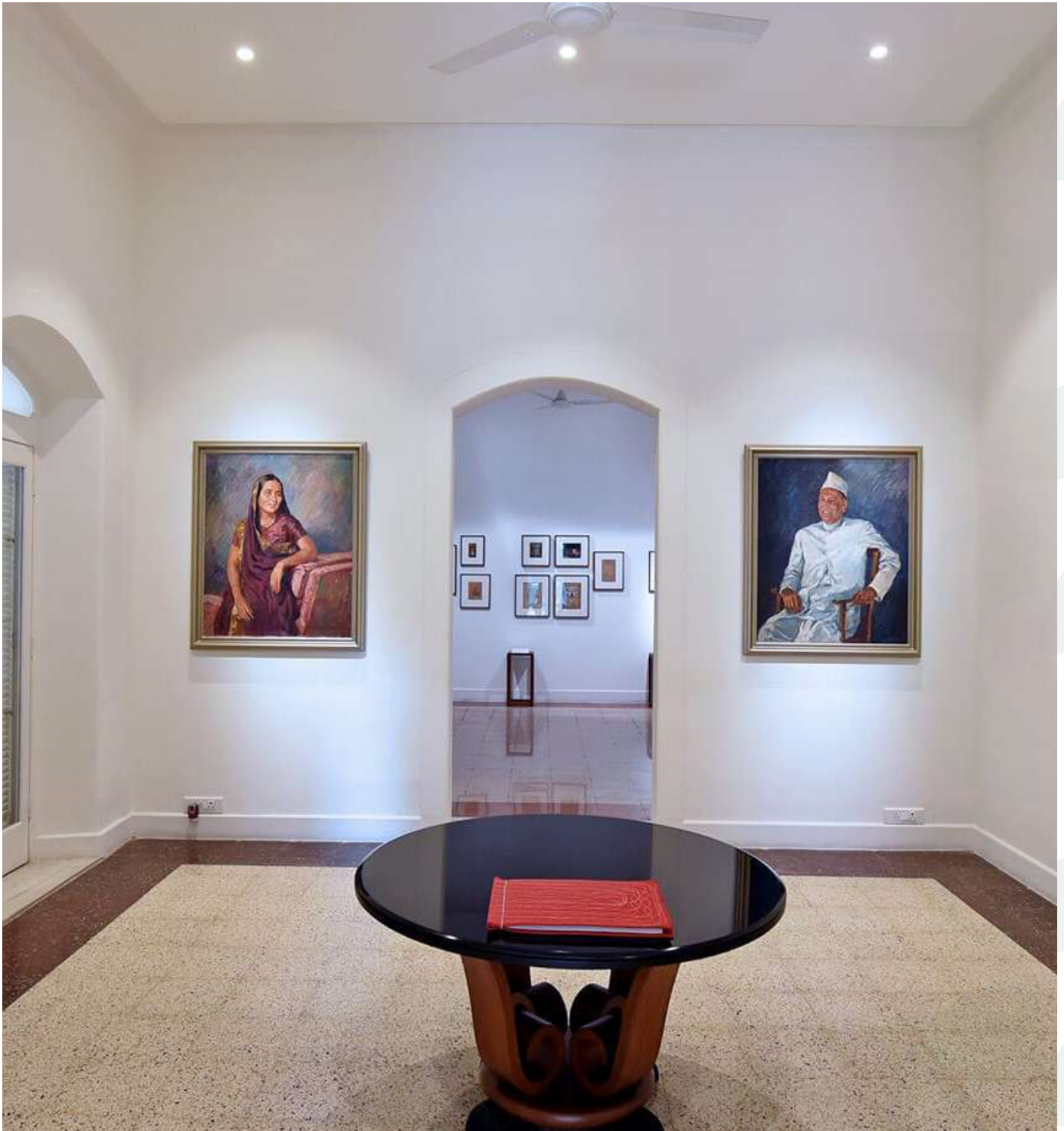
Picture Courtesy: Nandana Menon, 'Availability of Government Provided facilities for Urban Poor', 2023

One of the first questions that they asked us were we there to teach them something. Their enthusiasm spoke volumes about how much they wanted a better lifestyle. Nevertheless, with their parents choosing such a lifestyle, the most important question comes to mind: "Will they be able to get out, or will they become a part of this constant poverty circle?"

By: Paarthvi Sirvhaiya and Hiral Bhavsar, B.Des (Hons) Product Design Sem I, UID.



# KASTURBHAI LALBHAI MUSEUM VISIT



The introduction room at the K L Museum renovated by renowned architect, Rahul Mehrotra. Picture Courtesy: Kasturbhai Lalbhai Museum

On October 3, 2023, a group of enthusiastic students hailing from the IxD/ATD program's first semester embarked on an enlightening journey to the Kasturbhai Lalbhai Museum. Nestled within its walls lies an opulent treasure trove of Indian culture and art, beckoning visitors to immerse themselves in the tapestry of our rich heritage.





Students exploring the K L Museum. Picture Courtesy: Mark Timothy

The students were warmly welcomed and promptly led on an enchanting guided tour, which unveiled the splendors of this cultural haven. The Kasturbhai Lalbhai Museum boasts an impressive array of galleries, each a world of wonder in its own right. Our budding scholars were given the privilege to explore the Indian Art Gallery, the Textile Gallery, the Archaeology Gallery, and the Natural History Gallery.





Display at the Indigo exhibit of K L Museum. Picture Courtesy: Mark Timothy

One of the highlights of their visit was their encounter with the museum's remarkable collection of ancient Indian sculptures, paintings, and textiles. The students found themselves captivated by the intricate craftsmanship and artistic finesse of these historical artifacts. As they wandered through the hallowed halls of the museum, they were transported through time, gaining a deeper understanding of the essence of Indian art and culture.

The visit proved to be an invaluable learning experience for these inquisitive minds. It opened their eyes to the wealth of history that resides within their country's borders. The exposure to the magnificent sculptures, centuries-old paintings, and intricate textiles instilled a newfound appreciation for the diverse cultural heritage that India has nurtured over the millennia.





Students at the K L Museum. Picture Courtesy: Mark Timothy

As the students left the Katurbhai Lalbhai Museum that day, they departed not just with memories of a captivating tour but with a profound respect for the roots of their nation. This educational excursion had, without a doubt, broadened their horizons and deepened their connection to the magnificent tapestry of India's past and present.

By: Mark Timothy, Assistant Professor, Automobile & Transportation Design, UID.

# POETIC NARRATIVE OF DESIGN EMPATHY

## ‘घ-2 की ज़िंदगी’

जन्म तो हुआ लेकिन जन्मदखला नहीं,  
पढ़ाई करने की चाह लेकिन सबके हिस्से में वो बात नहीं।  
साल चल रहा दो हजार तेईस,  
पर बालविवाह अभी भी चल रहा यही।

बात चल रही है ‘घ-2’ की,  
झुगुनी : कुछ ज़िंदगी ऐसी भी।

ना रहने को मिली है ढंग की जगह,  
फिर भी आंखों में है उम्मीद और खुला आसमां।

ना जाने ये कैसी ज़िंदगी है,  
जो इतने मुश्किलों के बाद भी हारी नहीं है।

मेहनत है ये दिन-रात की,  
कोशिश यहीं की बेहतर ज़िंदगी बच्चों को देने की।

By: Harshita Jhakhota, B.Des (Hons) Product Design, Sem I, UID



# RAJASTHAN REVERIE: AN ETHNOGRAPHIC ODYSSEY THROUGH THE LAND OF KINGS



Udaipur City Palace, Picture Courtesy: Varad Kulkarni

Rajasthan, India's 'Land of Kings,' is a treasure trove of history, culture, and tradition. In a 5-day ethnographic expedition, we embarked on a journey through the heart of this enchanting state, exploring its culture and craftsmanship from the craftsman village of Molela to the royal palaces and forts like Chittorgarh and City Palace. We concluded our adventure with a road trip back to Gujarat. This article unfolds the highlights of our immersive exploration, which left us in awe of Rajasthan's enduring spirit.

Our odyssey commenced in the serene village of Molela, where we were introduced to the age-old art of terracotta pottery. Local artisans, with skill and passion passed down through generations, create intricate terracotta masterpieces that depict the essence of rural Rajasthan. The village was a true testament to the time-honored traditions and craftsmanship that continue to thrive in this region. We then made our way to the 'City of Lakes'—Udaipur, where the splendid City Palace stood as an architectural masterpiece. With Lake Pichola as its backdrop, the palace mesmerized us with its ornate design, exquisite art, and glimpses of the opulent royal lifestyle of the Mewar dynasty. It was a living testament to the grandeur of Rajasthan's history. After the palace, we explored the various bazaars of the city, with Hathipole marketplace catching our eye. The local thalis were also a memorable part of these 2 days.

Our next stop led us to Chittorgarh, an ancient fort city steeped in history and heroism. As we explored the Chittorgarh Fort, we were transported to an era where valor and sacrifice

defined the Rajputana spirit. The fort's towering walls and storied pathways shared the tales of its resilient past, leaving us in awe of the Rajput warriors' indomitable spirit. As we delved into the history of the fort, we also got to see the places where the entire incident of Rani Padmavati and Allaudin Khilji took place. Proceeding to the next part of our journey through an overnight trip, we arrived at the 'Blue City' of Jodhpur. Our day was dedicated to the awe-inspiring Mehrangarh Fort, which offered breathtaking panoramic views of the city below. The fort's rich history recounted tales of valor, fortitude, and the illustrious reign of the Marwar dynasty.



Jaswant Thada at Jodhpur. Picture Courtesy: Prakshi Jain

As our unforgettable journey came to a close, we embarked on a bus journey back to Gujarat. This final leg allowed us to reflect on the mesmerizing experiences of the past days. It was a tranquil conclusion to an enriching adventure, with glimpses of ever-changing landscapes and a journey through the heart of Rajasthan. This 5-day ethnographic trip through Rajasthan was more than just a tourist's journey; it was a deep dive into the heart and soul of this regal state. Each day brought new discoveries, from the ancient terracotta art of Molela to the grandeur of Udaipur's City Palace, the storied citadel of Chittorgarh, and the majesty of Mehrangarh Fort in Jodhpur. The road back to Gujarat was a chance to savor the memories of an incredible journey and the unique charm of Rajasthan that lingers in our hearts, beckoning us to return for more of its timeless stories and vibrant culture.

By: Aditya Rishi, B. Des Animation & Digital Media, Sem 5, UID.

# SOCIAL DESIGN- IMMERSIVE EMPATHY

GH-2 stands as an extraordinary place, defying conventional expectations. It exists in a time where entrenched traditional practices such as child marriage persists, reflecting the deep-seated societal challenges of its past. Stepping into GH-2 feels like a leap into a world vastly different from our modern society.



Picture Courtesy: Ishan Bisht, 'Children Parenting Younger Siblings', 2023.

Modest homes dot the landscape, creating an atmosphere pulsating with determination and a strong sense of community. Despite the uneven distribution of educational opportunities, the residents of GH-2 display an unyielding thirst for education, while some remain less optimistic.





Picture Courtesy: Heer Mehta, 'Lives of Children at Urban Poor Clusters', 2023.

Within GH-2, you'll find a spectrum of beliefs regarding a brighter future, but the unwavering laughter of children playing in the dusty streets serves as a testament to the resilience they've cultivated over time. The people of GH-2 toil tirelessly day and night, united in their mission to secure a better future for the next generation. Their relentless efforts underscore the indomitable human spirit, turning determination into a driving force for their dreams and aspirations.





Picture Courtesy: Hrushita Gosh, 'Lives of Children at Urban Poor Clusters',2023.

We, the researchers, confronted a language barrier and worked diligently to gain the trust of the community members, testing our communication and interpersonal skills. Immersed in the unique culture of GH-2, we learned the significance of approaching our work with cultural sensitivity and respect. Our research process required adaptability as we tailored our methods to suit GH-2's specific context, all while ethical considerations added complexity to our work.



Picture Courtesy: Kanak Thawani, 'Daily Lives of Children at Urban Poor Clusters',2023

This experience deepened our cultural understanding, nurturing empathy and a broader perspective. In the end, our research in GH-2 yielded transformative insights, highlighting both the difficulties we encountered and the incredible resilience of the community.

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# RAJASTHAN REVERIE: AN ETHNOGRAPHIC ODYSSEY THROUGH THE LAND OF KINGS

Our visit to Adalaj was an eye-opening experience, challenging our preconceived notions of the village. Based on the interviews conducted by the team members -Mustafa Badshah and Jigisha Yada- the observations and findings are narrated further in the article.



Picture Courtesy: Manjishtha Biswas, 'Adalaj ni Vav'-Heritage Monument Crowning glory of Village Adalaj',2023

Contrary to our initial impressions of poverty and neglect, we discovered a community of affluent individuals who had migrated to Australia and pursued higher education. However, we could see the contrast in the village's subpar living conditions, lacking cleanliness.



Picture Courtesy: Kinshuk Agarwal, 'The Other Side',2023

Upon engaging with the village sarpanch, we learned that they had an active Gram Panchayat and three garbage collection vehicles visiting daily. Surprisingly, the people's reluctance to change their mindset persisted. Furthermore, the state of cleanliness at the heritage site, Adalaj Vav, was disheartening, and caste-based discrimination still prevailed in the marketplace.



Picture Courtesy: Niyati Chogley, 'Literacy for Change',2023

Our excursion to this village was a truly unique experience, transcending our urban comfort zones. It not only fostered empathy but also polished our research and presentation skills. This transformative journey expanded our perspectives in ways we never anticipated. We extend our gratitude to Assistant Professor Shweta Rai and Assistant Lecturer Neer Shah for affording us the opportunity to explore Adalaj and learn invaluable lessons in empathy.

This was our first venture into a village, where we not only observed but actively engaged with the residents. We had the privilege of conversing with the village children, whose radiant smiles left an indelible mark on our hearts, serving as a lasting reminder of our meaningful experience.

By: Malvika Jain, B.Des (Hons) Product Design, Sem I, UID.

# TANISHQ EXHIBITION VISIT BY LSA STUDENTS

Tanishq celebrated the real brides of Gujarat recently in Ahmedabad and invited Unitedworld Institute of Design students for the grand show. The students of Lifestyle Accessory Design Semester – 05 visited their extraordinary evening celebrating the real brides of Gujarat.

Tanishq, a renowned jewellery brand known for its exquisite designs and craftsmanship, introduced its new collection by Rivaah (a sub-brand of Tanishq). The new collection launch event was well organized, reflecting Tanishq's commitment to delivering a memorable experience to its customers.



Rivaah wedding jewellery collection by Tanishq. Picture Courtesy: Devika Jadhav

The venue was tastefully decorated, creating an ambience that complemented the elegance of the jewellery on display. They also displayed Titan watches, in partnership with Versace, Movado, Nebula, and Seiko brands. The event attracted a diverse audience, including jewellery enthusiasts, fashion influencers, and esteemed clients. Tanishq's new collection showcased a stunning range of jewellery pieces that embodied elegance, innovation, and contemporary and traditional design.





Titan collection partnership with other brands. Picture Courtesy: Devika Jadhav

The collection featured a variety of precious metals, including gold adorned with an assortment of real diamonds and synthetic stones. The intricate craftsmanship and attention to detail were evident in each piece, reflecting Tanishq's commitment to excellence. Tanishq employed a comprehensive marketing and promotion strategy to create a buzz and generate interest in the new collection launch by featuring actual brides in the show. Tanishq effectively reached its target audience and created a sense of anticipation leading up to the event.



Jewellery collection by tales of mystique and celeste x Sachin Tendulkar includes rose gold metal, white gold metal and real diamonds. Picture Courtesy: Devika Jadhav

The launch event was meticulously executed, ensuring a seamless experience for attendees. The program included a captivating fashion show, where models showcased the jewellery pieces with elegance and style. Industry experts and brand representatives provided insights into the design inspirations and craftsmanship behind the collection. Attendees had the opportunity to interact with Tanishq's team, ask questions, and try on the jewellery, fostering a sense of engagement and personal connection. Customers praised Tanishq for its commitment to innovation and the ability to cater to diverse tastes and preferences. Several attendees expressed their intention to make purchases or recommend Tanishq to their friends and family. Such a positive customer response indicates the potential success of the new collection in the market.

By: Devika Jadhav, B. Des Lifestyle Accessory Design, Sem V, UID.



# THE SMRITIVAN EARTHQUAKE MUSEUM: A PARADIGM SHIFT

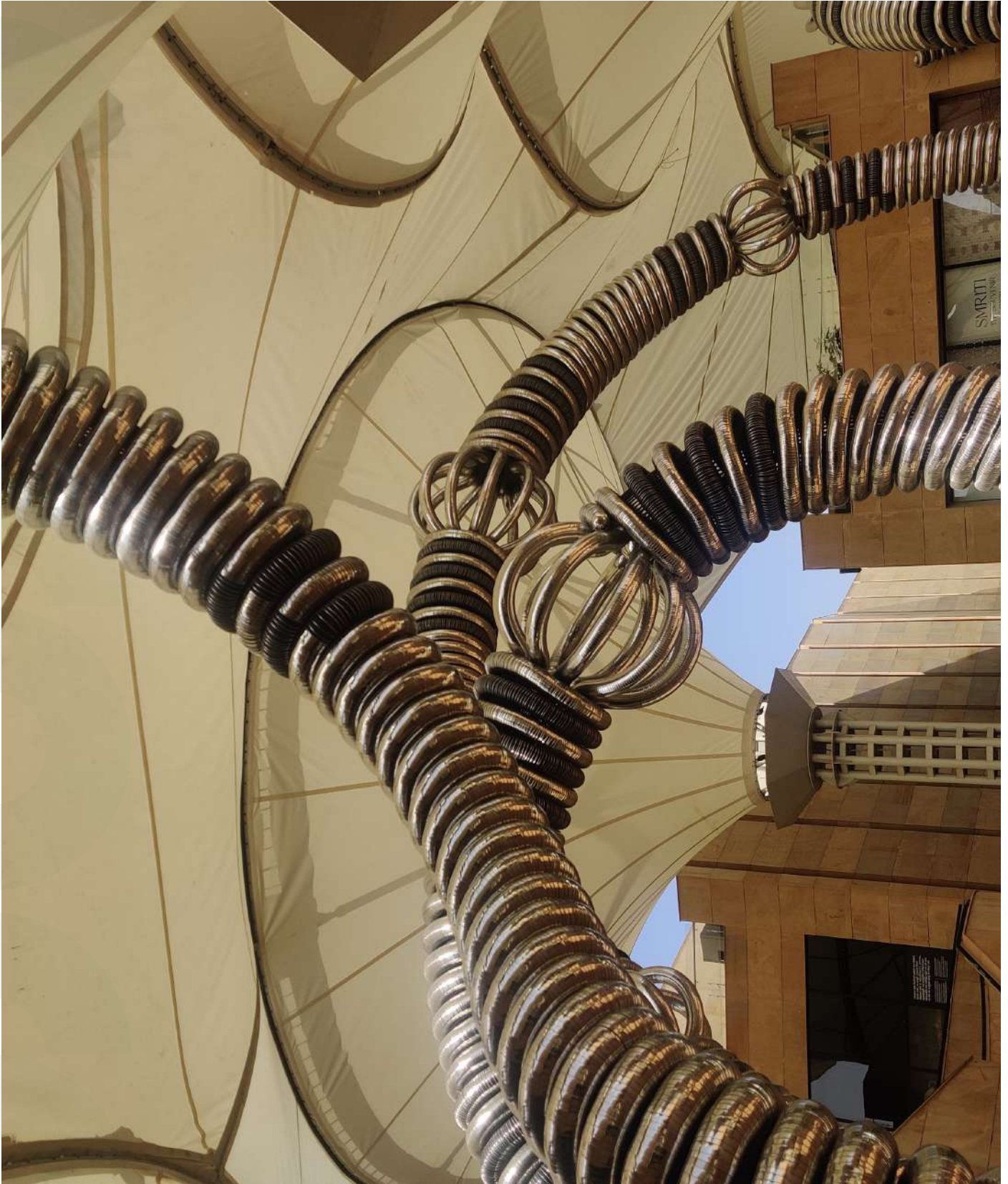
Museums, traditionally the stalwarts of cultural preservation, have been undergoing a profound transformation, adopting technology to rekindle their role as educators and engagers of a new generation. The Smritivan Earthquake Museum, which played host to the UG 5 and PG 3 students of the Interior Department as part of their studio module, stands as a testament to this paradigm shift. Nestled in a region prone to seismic activity, the museum's mission extends beyond historical preservation. It seeks to inform and educate visitors about the seismic intricacies of the region, all while instilling a sense of preparedness and safety in the face of earthquakes.



Entrance area of Smritivan Museum



Gone are the days of passive observation. Instead, we were ushered into a world of interactive exhibits, seamlessly blending physical artifacts with cutting-edge technology. Of these, the utilization of augmented reality (AR) and virtual reality (VR) was particularly noteworthy. Donning AR glasses, we were transported back in time, standing witness to the very earthquakes that had shaped the region's landscape. This immersive experience was not only educational but emotionally impactful, etching the reality of seismic forces deep within. The multi-sensory approach within the museum was another triumph. It was a perfect harmony of visual, auditory, and tactile elements, creating an all-encompassing learning environment. As we strolled through the exhibits, we could not only see the geological transformations but feel the ground shake and hear the stories of survivors, fostering a profound sense of empathy and understanding.



PARVAH installation Entrance



A part of the Restore Segment

The journey through the museum was organized into seven stages, each meticulously curated to convey a different facet of the Earth's geological and human history, with digitalization, props, sculptures, and multimedia elements strategically deployed. We began with the 'Rebirth' section, narrating the Earth's evolution through digital projections and multimedia displays. 'Rediscover' allowed us to explore the topography and natural disaster risks of Gujarat, illuminated by digital maps and interactive models. The 'Restore' segment delved into the aftermath of the 2001 earthquake through testimonials and multimedia galleries, while 'Rebuild' illuminated the collective efforts of reconstruction and recovery with precision lighting. 'Rethink' educated us about disaster preparedness through interactive games and dynamic lighting effects, providing a contemporary twist to learning. The 'Relive' experience, however, was the pinnacle. It placed us at the epicentre of an earthquake through advanced simulations, evoking an authentic sense of vulnerability. Finally, 'Renew' offered a space to pay respects to the earthquake's victims through the lighting of digital flames, which converged into a singular, radiant light, symbolizing unity and remembrance.

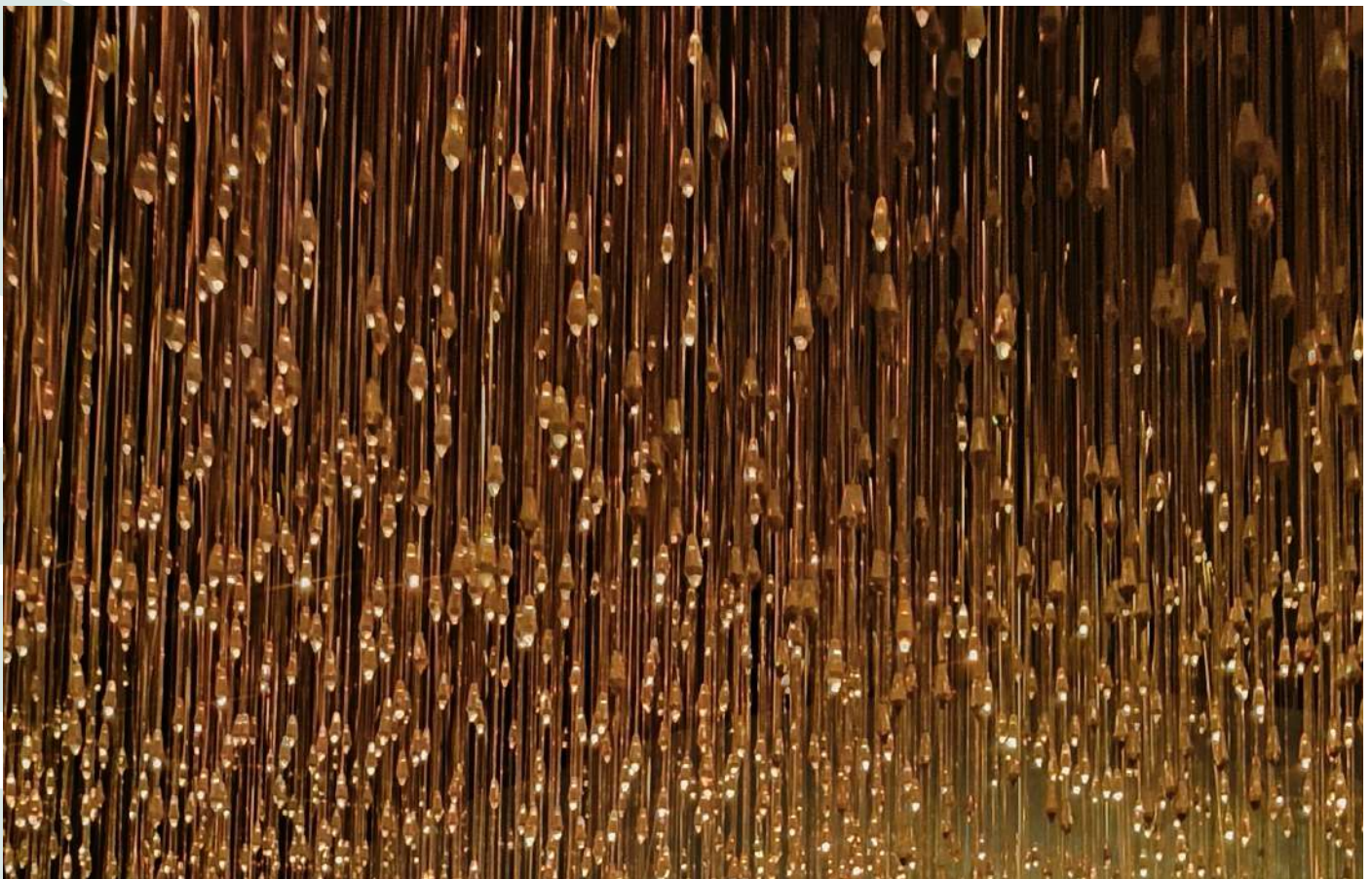
The Smritivan Earthquake Museum is a testament to how technology and innovative methods can transform traditional museums into immersive, emotionally resonant educational experiences. It's not just a place to learn about earthquakes; it's a place that makes you feel them, deeply. In an era where technological advancements abound, the Smritivan Earthquake Museum reminds us that museums can do more than just preserve the past; they can help us prepare for the future.

The Smritivan Earthquake Museum is a living example of how technology, when thoughtfully integrated, has the power to not only educate but also to foster empathy, understanding and a profound connection with the world around us. We were guided into this profound journey of experiences by our mentors: Kishori Dalwadi, Kaustav Kalyan Deb Burman and Geeta Choudhary.





Students experiencing history through VR headsets



Students paying a tribute at the Renew Segment

By: Asmi Gugale, B. Des Interior & Furniture Design, Sem V, UID.



# UNVEILING THE ARTISTRY OF TEXTILE MANUFACTURING: A JOURNEY THROUGH KOMAL TEXTFAB PVT. LTD.

The students of Semester III of the B. Des (Hons) Fashion Design & Styling were taken on an industry visit. This visit to Komal Textfab Pvt. Ltd. offered a fascinating insight into the intricate world of textile manufacturing. Dr. Vibha Kalaiya, Ms. Kakoli Biswas & Mr. Paresh Chatterjee were our knowledgeable guides throughout the tour, providing us with valuable information and a deeper understanding of the processes involved.

As we stepped onto the bustling factory floor, we were immediately enveloped in the symphony of machines. The rhythmic sounds of looms weaving, dye vats bubbling, and textile printers whirring created a mesmerizing atmosphere. It was evident that every step of the production process was executed with utmost precision and expertise. From the initial stages of spinning and knitting, which transformed raw materials into the base fabric, to the final quality checks, the dedication of the workforce was remarkable. What truly captured our attention was the diversity of fabrics being manufactured. The sheer variety of colors, textures, and patterns on display showcased the boundless creativity of the textile industry. It was astonishing to witness the artistic prowess and innovation that goes into producing fabrics for everyday use.

The textile manufacturing process is a complex one that involves several key stages. Cleaning is essential to remove impurities and prepare the raw materials for further processing. Dyeing allows the introduction of vibrant and diverse colors, giving fabrics their unique visual appeal. The printing process adds intricate designs and patterns, enhancing the aesthetic qualities of the textiles. Finally, finishing processes such as calendering and shearing ensure that the fabrics meet the required quality standards and exhibit the desired characteristics.

Our visit to Komal Textfab Pvt. Ltd. left us with a profound appreciation for the artistry and innovation that underlies the textiles we encounter in our daily lives. It was a testament to the dedication and skill of the workforce and the importance of precision in every step of the manufacturing process. This experience will forever change the way we look at textiles, making us more mindful of the incredible craftsmanship behind the fabrics that surround us.



Students on the industry floor. Picture Courtesy: Khushi Kinger.

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