



**UID**  
ignite your  
ambition

*February*  
2023



**Editor:**

**Anahita Suri**

Assistant Professor

**Editorial Coordinators:**

**Khemraj Kala**

Assistant Professor, School of Communication Design

**Hirock Roy**

Assistant Professor, School of Communication Design

**Sanya Jain**

Assistant Professor, School of Fashion Design

**Kumud Kedia**

Assistant Professor, School of Fashion Design

**Kriti Malkani**

Assistant Professor, School of Interior Design

**Aditya LVN**

Assistant Professor, School of Industrial Design

**Parag Sharma**

Assistant Professor, School of Industrial Design

**Navneet Kumar**

Assistant Professor, School of Industrial Design

**Sumit Meena**

Assistant Professor, Global Design Programme

# AHMEDABAD DESIGN WEEK 4.0

By: Deshna Parakh, Neha Naskar, Dhruvi Patolia, B. Des Fashion design Semester VI, UID



Mr. Masahiro Hara, Inventor of the QR Code, addressing the audience. Picture Courtesy: Team Univation.

The phrase “Technologically Revolutionizing Across Paradigms” (T.R.A.P.) indicates that technology is now a part of everyday life. Without the support and integration of technology, innovations in all fields are impossible, and design is no exception.

The President of Karnavati University, Mr. Ritesh Hada, in his inaugural address spoke of the story of human imagination, which turns into a story of human innovation. He further said that the key focus of ADW are ambition, imagination & innovation.

There has been the vast change that has happened in the education sector and the objective of ADW 4.0 is to amalgamate technology & design which will further turn out in betterment of humanity as well as nation.

Dr. Greg Autry appreciated the initiative that KU took as ADW for Design enthusiasts and for innovation. He concluded his speech by saying that “design will help in further development of humanity, democracy & nation.”



Mr. David Kusuma, President of the World Design Organization, addressing the audience. Picture Courtesy: Team Univation.

Few designers could possibly predict where the design spectrum will go given how quickly it is changing. However, Mr. David Kusuma, President of the World Design Organization, asserts that there are still many aspects that require revolution, such as shifting the emphasis from product-centric to consumer or environment-centric. Mr. Lorenzo Imbesi, President of Cumulus Association, spoke about the future of design when he announced the Cumulus initiative, of which India is a proud member.



Mr. Ketan Mehta, renowned filmmaker, addressing the audience. Picture Courtesy: Team Univation.

The population is one element that limits design education in India, thus in order to overcome it, one should overcome cultural difficulties rather than modifying a model to affect it. However, the situation is changing, but more changes are still needed.

Students should be taught 3P's models, in which profit should come last, as well as ethical design principles, including how to employ UFX properly and focus on low designs because they disrupt their users' minds.

Another topic of discussion was the ban of plastic, which is nearly impossible to do, so a less harmful alternate has to be found. Designers must adapt the idea of independent thinking rather than being influenced by the bombardment of information from social media.

According to Mr. Tovi Sorga, Designer of smart wearables, he would be offended if someone copied the culture of another without giving credit to that culture or that particular community because, at the end of the day, those culture and rituals came from that particular community and one should diligently give respect for the same. According to Mr. Daniel Boey, he would be offended as well. He also stated that he is offended by numerous male and female people imitating the designs and aesthetic sense of the LGBTQ community.



Craft Bazaar at ADW 4.0. Picture Courtesy: Team Univation

Indian craft plays a vital role in weaving the golden heritage and culture of India. Spectators witnessed the amalgamation of design and craft innovation, walking down the cultural lanes of India in the craft carnival of Ahmedabad Design Week 4.0. Adding a tint of authenticity to the design week through the medium of a craft bazaar and design workshop, entrapping the young mindsets of the budding designers. Spectators imbibed themselves with Blue Pottery, the traditional craft of Jaipur, submerged in eye catching cobalt blue dye. Through Namda craft workshop students felt the memories of everyday rug into an authentic craft of Gujrat. They explored the intricate designs of exquisite metalcraft from the Indian state of Gujrat. Leather puppets portray a fusion of theatre, leatherworking, and visual arts flowing along Folk Lane's streets.

Bonanza- the Fashion War, a fashion show competition with teams from various institutions added glitz to the event. This was followed by a fashion show by sustainable luxury women's wear and bridal designer, Ms. Sanyukta Shrestha, celebrating sustainable designs.

# AHMEDABAD DESIGN WEEK 4.0

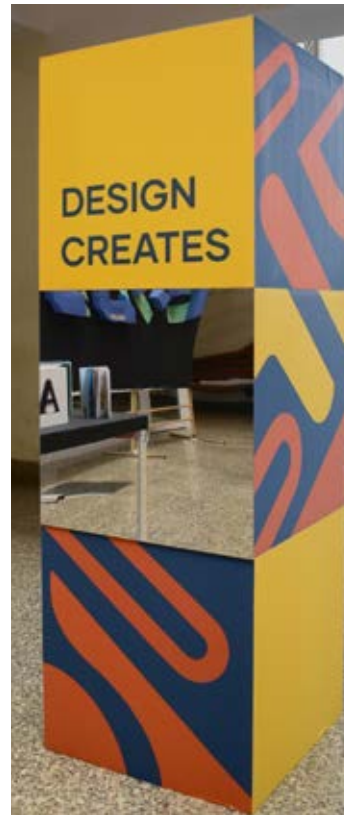
By: Heerva Desai, B. Des Visual Communication, Sem IV, UID

ADW 4.0, otherwise known as Ahmedabad Design Week, is an occasion designed to provide a forum for indigenous thinkers and their revolutionary ideas to be presented to a global audience. This is where we collaborate to create effective results and weave pioneering solutions. Furthermore, it congregates celebrated authorities and promoters within the realms of design and other artistic areas. This season, our theme is "T.R.A.P" (Technological Revolutionizing Across Paradigms)- a concept that conclusively illustrates the vital role of technology in contemporary times as it is a cornerstone for progress in various areas with design being no exception.

All departments of UID were involved in this expansive event. As the Visual Communication team, we created six compelling installations. Across semesters, students got a remarkable opportunity to contribute to the event. Starting with an exceptional showcase of woodwork as part of the Material Exploration module. Moving forward, we developed three displays to exhibit a comprehensive comprehension of typography, through the embossed word "evolution". Bolstering this word, they also presented a Vinyl installation in support to display the marriage between traditional and modern art concepts. The team also created an interactive installation in the form of cubes, which were distributed throughout the UID building. This installation transformed illustrations into concept designs that fused culture and context to foster diversity. The same cohort exhibited their skillfully created publications, which had been crafted in their previous semester, demonstrating an ideal combination of typography and design for print media. Concluding with a display of highly professional packaging design, demonstrating their proficiency in color coordination, format, and dimensions.



Packaging design, books, Vinyl installation. Picture Courtesy: Team UID



Interactive cubes. Picture Courtesy: Team UID



Embossed word installation. Picture Courtesy: Heerva Desai



Books and wood craved pieces. Picture Courtesy: Team UID

Following the captivating tour of the enthralling installations, an enlightening and apprising panel discussion on 'Shifting paradigms in design education and its effect on the industry' took place. Moderated by Professor Lolita Dutta and attended by Professor Pradyumna Vyas, Kadambari Sahu, Honey Bajaj, and Sanandan Sudhir, this panel discussion had a thought-provoking discussion on the fundamentals of what a design institute should encompass.

**Points of highlight:**

Mentored and not spoon-fed; Design is something that cannot be taught in a traditional sense, but rather should be explored and learned independently. Therefore, it is important for students to pursue their own investigations and develop their own design sensibilities.

'Common Sense' V/S 'Design'; was brought to the light. "Common Sense" is a combination of wise decision-making and astute discernment in practical matters. This can assist a designer to conceptualize from the perspective of the customer. It can also teach empathy which plays an essential role in design.

Cognition psychology; plays a significant role in the teaching design process and can be beneficial to students in various ways. Understanding internal mental processes can improve the quality of their design solutions, while also enabling them to incorporate emotions into the mix.

The event concluded with outstanding success. It was a highly rewarding experience, and we are already eagerly anticipating ADW 5.0.



Panel Discussion. Picture Courtesy: Assistant Professor Khemraj Kala

# FUTURE SCOPE OF ANIMATION IN INDIA

By: Shreeyaa Pore, Rudraneel Dutta, B. Des Animation & Digital Media Sem IV, UID

Ahmedabad Design Week (ADW), is a global confluence of designers, researchers, entrepreneurs, and experts who discuss, deliberate, and analyze design and its various applications in different sectors. Organized by the Unitedworld Institute of Design, it is an event that provides the students an insight into the industry. This year's design week was based on the theme 'Technologically Revolutionizing Across Paradigms (TRAP)'. In this edition of ADW, one of the most influential and prominent figures of the animation industry in India, Sanjiv Waeerkar was invited.

Sanjiv Waeerkar is the Director of Ice Candy,

a company that was established to meet the increasing demand for creating original Indian content in the Media and Entertainment sector. He has an experience of around 25-30 years in the animation industry. He is also one of the founding members of The Animation Society of India (TASI), the most prominent animation body in the country. As a part of ADW 4.0, he was invited to conduct a session with the students to give them clarity and introspection into the industry. In the process, the HOD of the animation department, Prof. Arun Gupta, accompanied him. In the session, he spoke about his early life, his journey from starting as a comic artist to becoming an animator.



Sanjiv Waeerkar in conversation with Professor Arun Gupta. Picture Courtesy: Team Univation.

This session was conducted as a fireside chat where Mr. Waeerkar shared glimpses of his early life, how he got into comics and became a comic artist. He mentioned that his father, Ram Waeerkar was an inspirational figure to him, even though he was foreshadowed by his father's success. This made him determined to create an identity of his own. He decided to explore the animation sector as apart from the fact that he drew illustrations, the idea of them showing movement enthralled him as that would enable him to express his ideas better.

When asked about the future of animation in India and the concept of outsourcing, Mr. Waeerkar gave remarkable answers. Most people consider India to be a source of cheap labor, hence they outsource many projects, whereas, he has a

completely different mindset. He considers it as an opportunity to study the benchmark quality that is followed throughout the globe, and how the Indian animators are responding to that. He mentioned that the animation industry is currently blooming in India and is expected to be one of the major sectors in the near future.

A very informative session provided valuable insights into the work conditions in the industry. The session with him set a path for all aspiring animators to follow & pointed out the skillsets that are required to survive in the industry along with the aspects which need to be prioritized to be successful in the same

# THE INFILTRATION OF ARTIFICIAL INTELLIGENCE IN VFX

By: Samhita, B. Des Animation & Digital Media, Sem IV, UID

Ahmedabad Design Week 4.0 was a one of a kind design conclave that brought together global design experts, researchers, thinkers and stalwarts on a solitary platform for pushing the youth towards breaking beyond the ordinary. Spectators were mesmerized with the stunning art installations, hands on workshops and stellar entertainment.

Aspiring designers got a chance to meet the CEO and Co-founder of Labyrinth Studios, Siddharth

Jaykar. Siddharth is an editor and VFX designer with a bachelor's degree in filmmaking from New York University. In 2008, he founded Labyrinth Studios, a full-service Visual Effects firm with offices in Mumbai and partners in Los Angeles, Canada, and Europe. He has more than 17 years of industry experience. Labyrinth has produced visual effects for over 200 commercials and 25 feature films under his creative direction. OuterBanks, Ghostbusters, Matilda, and John Wick 3 are just a few of their recent projects.



Professor Arun Gupta, HOD, Animation & Digital Media, felicitating Mr. Siddharth Jaykar. Picture Courtesy: Team Univation.

His afternoon session was unique. He took us on a journey through the eyes of a visual effects designer. He took us behind the scenes of Hollywood feature

films and discussed the VFX process while filming. It was fascinating to observe how much the process of visual effects editing has evolved over time.



Mr. Siddharth Jaykar addressing the audience. Picture Courtesy: Team Univation.

It's fascinating to see how far technology has progressed in this industry and how it may affect the jobs of future designers. When the audience asked him several questions about the destruction of careers due to AI technology, he demonstrated his extensive knowledge of the subject. It was terrifying to hear, especially since he was unsure how long it

would take for artificial intelligence to eliminate the need for actors and designers.

As an animation student, it was an honour to attend the session of such a well-known and experienced designer. I hope to work in such a prestigious studio someday.



# INCREDIBLE SESSION WITH JEWELLERY DESIGNER – VINITA MICHAEL

By: Sejal Jain, B. Des Lifestyle Accessory Design, Sem VI, UID



Students & faculty with Vinita Michael. Picture Courtesy: Sejal Jain

As appropriately said by Vinita Michael “something is everything and everything is something”.

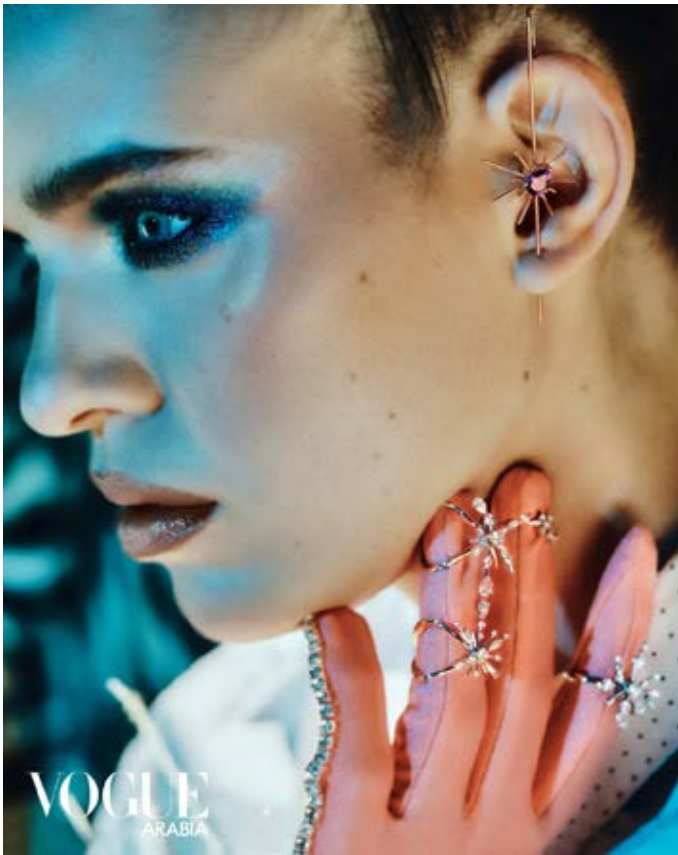
On 29th January, UID invited jewellery designer & entrepreneur, Vinita Michael to have an interactive session with the students. Vinita Michael is an award-winning designer and has her label based out of Dubai focussing on a unique experience in minimum concept jewellery. She had won many awards like SME Middle East (semi-district award 2020), GCC'S 50th women leader award in 2016, Futuristic jewellery design in Dubai international week in 2014, Bridal jewellery design in 2013 and auditions gold jewellery design (World Gold Council 2009).

The discussion shed light on what it is like to be an entrepreneur. She adheres to the eight-point

rule, which states that all eight elements—passion, purpose, people, product, position, partners, pricing, and possibility—are interconnected.

From an entrepreneurial perspective, sustainability is all about resource allocation and smart play, not only recycling or reuse. Technology benefits us much. The jewellery industry is gradually catching up with technical developments that have transformed other industries.

She gave us a brief overview of the software her business uses, including rhino, matrix, procreate, wix.com, Shopify, printful.com, etc., which greatly simplifies her work and helps us envision our designs. The most crucial element is that we adopt an entrepreneurial mindset.



Vinita Michael X Damas (Damas's Fireworks Collection). Picture Courtesy: Vogue magazine

The renowned jewellery company has teamed up with award-winning designer Vinita Michael to advance creative gemology. This new collection, which draws inspiration from the splendour of fireworks, a symbol of celebration, glistens with amazing hues and a fortuitous arrangement. Statement pieces from the distinctive collection may be worn and dressed in a variety of ways because of the sophisticated design innovation used in its creation. The collection, which oozes adaptability, celebrates each woman's unique bold style and personality as she celebrates her life's journey.



Sweta Dalal, HOD, Lifestyle Accessory Department, honouring Vinita Michael during her session. Picture Courtesy: KU Photography Team

Vinita Michael, the brand has encapsulated the pinnacle of celebration in its craft, cherishing none other than the beauty of life itself. Bursting with vibrant colours and bold demeanour, Damas's new collaboration with designer Vinita Michael celebrates life with all of its exhilarating twists and turns. The awe-inspiring Fireworks collection features three jewellery lines bedazzled with diamonds and precious and semi-precious stones that unite in a captivating display.



# IT'S NOT A PROCESS... IT'S A PRACTICE!

By: Suchetha Suresh, B. Des Automobile and Transportation Design, Sem VI, UID

Amongst all the great speaker sessions in Ahmedabad Design Week, the one session that stood out the most to me was Mr. Siva Kumar's session. He is the Head of Design at Royal Enfield, one of the oldest motorcycle brands in continuous production.

The central principle of this session was introspection or inward thinking. He spoke about how introspection impacts design and how it helps churn out original ideas. His speech was based on the four main points that basically impact the process of a designer. The points were:

- The possibility of the success of the design

- Scarcity of genuine or original designs
- Misconception that following a process makes the design successful
- Impact of AI on design.

The core of his speech was introspection being the solution for design blocks amongst designers. "Inward thinking is not a process, it is a practice." It is when you have an idea in your mind and try to make it in the real world. The reason inward thinking is crucial in a designer's life is because it leads to a rhythm in the final output, rhythm impacts all our senses hence leading to a successful and genuine design.



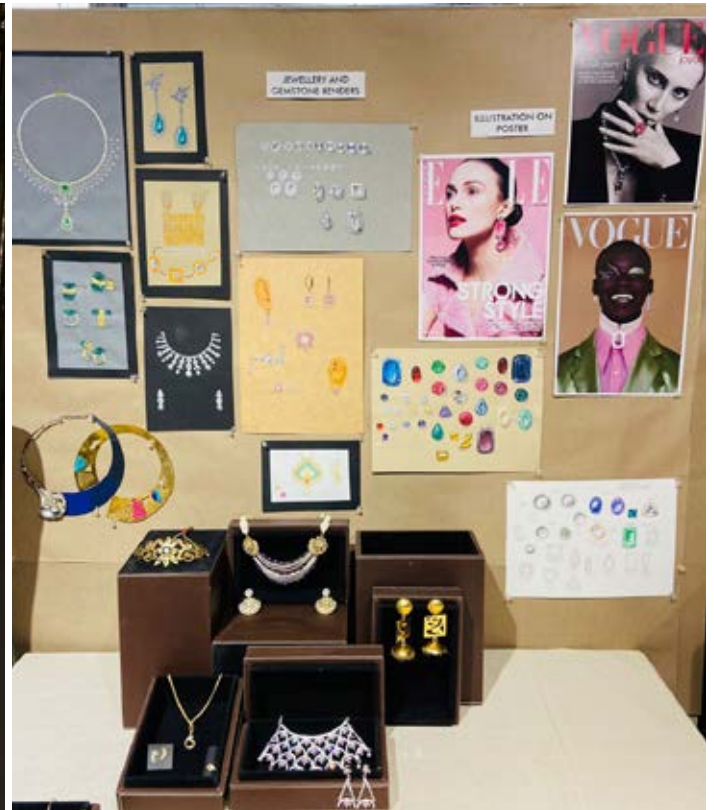
Siva Kumar further divulged into how we can manifest introspection into the real world. One of the ways to do so is by using linear measurements; he explained this using example from Indian tradition architecture. He further explained how mudras, bangas and thalas help creators put their idea out in the physical world. My deduction from his speech was that an idea born from a person's imagination leads to visualization using linear measurements, further leading a complete creation. I also learnt the three main factors of design through this talk; i.e, Desirability, Viability and Feasibility. His approach

towards introspection really gave me a clarity on how I should work in the future. Overall, it was a mind opening session which definitely had an impact on the audience.

We, automotive and transportation design students, were lucky enough to have an informal session with Siva Kumar where we got to know more about his journey and his personal life. It was definitely a wonderful opportunity to get acquainted with such a memorable man.

# POETIC PORTRAYAL OF LIFESTYLE ACCESSORY DISPLAY

By: Priyanshi Gulati, B. Des Lifestyle Accessory Design, Sem IV, UID



Lifestyle Accessory Design Department Display. Picture Courtesy- Mitalee Makwana & Samruddhi Gadve

Dot and dot,  
research different of all.  
Terracotta block, terracotta block,  
Hanging straight off the wall!

Trying and failing,  
materials changed for clients & mass;  
Exploring textures and forms,  
Just as blowing glass... takes really long!

Erased and torn,  
has changed how our pencils ran;  
A new step for art,  
for the newest members to know LSA better!

Slay and flex,  
All hard work of yours and mine –  
The board having eyes of a hawk  
Sees to the point – How LSA shines!

# A TREASURE OF FOLKLORE CULTURE

By: Kashvi Kaushal, B. Des Fashion Design, Sem IV, UID



Semester IV students with faculty Anahita Suri. Picture Courtesy: Kashvi Kaushal.

A country that has inspired more than its fair share of folklores and legends, India offers a hotspot for tourists for unique folk culture exploration and immersion opportunities.

On 3rd February, the Semester 4 students of Fashion Design were taken to the Shreyas folk museum in Ahmedabad, under the guidance of our faculty Ms. Anahita Suri. This was part of our course, Fashion Ethnicity.

The Shreyas Folk Museum is situated in the heart of the city and honors the spirit of the women who have contributed significantly to the improvement of Gujarati handicrafts through their unbridled imaginations.

The museum was created in 1974 to serve as a dynamic learning environment. It was not long before they were placed on the tourist map of India and drew students, scholars, and art devotees from all over the globe. The collection in the museum includes items that exude a vintage charm like coins, musical instruments, handicrafts, embroidery and toys from Gujarat as well as various different exhibits from all around the nation through which the students were able to gather an informative and an enriching experience. The collection and preservation of the exhibits were seen to be dealt with immense care and with a strict no photography policy. The surroundings were kept in immaculate condition and are well presented to the public.

With the intention of conserving the remarkable collection of traditional folk art of the country, the museum also honors the art of the local artisans of Ambavadi's Shreyas Tekra Hills.

There are two museums on the premise, which the students got an opportunity to visit: Lokayatan Folk Museum and Balayatan Kalpana Mangaladas

Museum.

Lokayatan Folk Museum has a collection of artifacts that reflect the art and craft of varied Gujarati communities including Kathi, Rabari, Ahir, Charan, Brahmins, Banias, Meghvals, Bharvad, Kanbi, Koli and many more. Exhibits were displayed with an informative description that offered an easy understanding to the students. Colourful embroidery work, beadwork, woodcarving, metalwork and leatherwork are displayed and arranged in an extremely beautiful and natural format. Exhibits also included traditional jewellery, footwear and old carts that are kept in a room like setting providing the very essence of the same.

Balayatan Kalpana Mangaldas Museum displays an extensive collection of toys, crafts and objects of performing arts from twenty-four states and several other countries that are used by the children of the Shreyas Foundation School for their drama events. The main highlight that conquered the eye is the stupendous elephant skeleton placed right in the center of the museum. Other articles on display were puppets, masks, costumes, coins and toys. Special emphasis was on theatre and performing arts set inside the premises of the folk museum in 1982.

Overall, the visit was an all-purpose boat which provided the students with knowledge about the rich culture and heritage of the country. The museum was a veritable treasure trove that walled such a myriad of diversified arts and crafts transporting the students back in time to the roots of Gujarat and other parts of the nation. 'Shreyas Folk Museum' can be seen as one that not only preserves the history and legacy of our country but also encourages students to explore an array of art forms and gives them a chance to relate to their own cultural backgrounds.

# THE INSIGHTS OF THE FACE OF FDCI

By: Riya Chauhan, B. Des Fashion Design, Sem VI, UID



Mr. Sunil Sethi addressing the audience and with the students and faculty of the Department of Fashion Design. Picture Courtesy: Riya Chauhan.

The guest lecture of Mr Sunil Sethi, the President of the Fashion Design Council of India (FDCI), at UID Gandhinagar, was a highly significant event for both, the students as well as the faculty. It was an opportunity for students to learn about the latest trends in the fashion industry and interact with a highly respected personality. This was organized for the Department of Fashion & Lifestyle on 7th February 2023.

Mr Sethi's speech was undoubtedly an enriching experience for everyone involved. As the head of FDCI, he is responsible for promoting Indian fashion on the global platform and developing the industry within the country. He shared his insights on the latest trends, how we can incorporate sustainability and discussed how students can prepare themselves for a career in the fashion industry. The interaction helped students to understand the importance of networking, developing a portfolio, and staying updated with the latest developments in the industry.

During the lecture, Mr Sethi also interacted with the faculty and discussed various collaborations between FDCI and educational institutions. He emphasised the need for all institutions to work closely with industry and its bodies to create a robust talent pipeline that is equipped with the latest skills and knowledge. He also shared his vision for the future of the industry and how FDCI is working towards making Indian fashion a global force to be reckoned with.

The visit of Mr Sunil Sethi to the college was undoubtedly a valuable learning experience. It helped students to understand the importance of networking and developing a strong skill set to succeed in this industry. It also highlighted the role of industry bodies like FDCI in promoting Indian fashion on the global stage and creating opportunities for young and blooming talent. Overall, it was an inspiring and an insightful visit that will undoubtedly have a lasting impact on the students and faculty of UID, Gandhinagar.

# TO DESIGN FOR LIFE: THE DESIGN PROCESS AND JOURNEY OF TUPPERWARE

By: Sayoni Mukhopadhyay, B.Des Interior Design, Sem II, UID and Kriti Malkani, Assistant Professor, Interior Design, UID

Dr. David Kusuma, President at WDO and former Vice President of Research and Innovation in Tupperware Brands Corporation, shared the journey and process and his ideas about sustainable goals at the Ahmedabad Design Week 4.0. He shared his input on the importance of design driven by Science. Tupperware has been an integral part of our mother's kitchen space for as long as we can remember. From storing food over a long term to using them for microwave, it has made our lives very convenient. Imagine if we had to replace every single container after one use. Not very favourable, right? This was the idea behind Tupperware Brands Corporation: to design for life. Dr. David Kusuma emphasized the great value of a product. Such great value comes from multi-functional use and additional functionality, which allows the product to be used multiple times a day. He was able to dive into details about the making of his products and how each of them is different from the others.



Dr. David Kusuma shares the process of his design

Dr. David Kusuma shared his preferences on not wanting 'brown-looking products and experimenting with different plastics, checking melting points at different temperatures to make the design microwave friendly and help users cook food as well as store it in the fridge.

Thus, the product was designed with the idea of 'Heat and Serve'. It has a mound at the bottom (inner dent) which allows even heating throughout the heating process in the microwave and includes valves that allow gases to release during cooling down.

In addition to this process, he stressed the idea of building sustainable futures, saving the environment, and reducing food waste. He further mentioned that 2/3rd of the earth is overproducing and overconsuming. For this, the behaviour needs to change so that scarcity can be avoided in the future. Being a part of board member of the WDO (World Design Organization), he guided us through the 17 sustainable development goals, which we as designers have to imprint in our minds when we

He shared how the idea started with a plastic bottle, going further to develop on not encouraging buying single-use bottles. His theory of 'Design for Life' comes with explaining lifetime warranty in design where every day good designs increase the amount of use, multiple times a day with great value and multi-functional. As a designer, it is also important to understand the value of time and make it convenient for the user to reduce time with products. The key factors to be considered while designing are originality, desire, honesty, confidence, with a hint of surprise and making it sophisticated but simple.

Further, he stressed 'knowing what you design about' and the design process which includes mind mapping, requirements, chemical compositions, experiments, and different functional aspects of the product.



Dr. David Kusuma talks about his journey

design our works. It shall be noted that you can never successfully design without being environment-centric, he says, as we must design to improve the quality of life on earth.

# TOVI SORGA'S EXCITING SESSION WITH LIFESTYLE ACCESSORY DESIGN STUDENTS

By: Mitalee Makwana, B. Des Lifestyle Accessory Design, Sem VI, UID



Group picture of Lifestyle Accessory students with Tovi Sorga. Picture Courtesy: Mitalee Makwana

Technology is there to assist us, ease our lives and make us achieve the unachievable~ Tovi Sorga

Tovi Sorga is a British accessories brand specializing in printed leather. Founded by Tovi Sorga himself over a decade ago, the brand has developed a worldwide reputation for exceptionally beautiful leather design. Attending Tovi Sorga's session at the Ahmedabad Design Week and learning about his design journey was highly inspirational.

He explained to the students that he had taken a brief leather course, during which time he had experimented with printing on leather. He experimented with many printing techniques over time. His very first collection consisted of three printed iPod pouches. At the time, the iPod was a brand-new product, and he found the cover to be uninteresting. Overnight, the iPod collection gained fame, and demand for it skyrocketed.

Not many brands were into leather printing, therefore he decided to establish his own company. He set up his printers and made financial investments in printing. He began creating a range of goods, including phone cases, baggage tags, wallets, keychains, and card cases. Printed iPhone cases became one of his bestselling products. His distinctive printing method blends his signature "buttery" soft leather with vivid, saturated color and astounding detail. He designs with his partner, Agnes Davis, who takes care of the sales and marketing aspects of the business.





Toucan printed tote bag on metallic leather by Tovi Sorga; Picture Courtesy: notjustalabel

Tovi Sorga explained to the students that most of his prints are inspired by Nature because it is all around us. His prints are developed using Adobe software. One of the very special products created by Tovi Sorga was printed leather bracelets. Plastic bracelets didn't interest him, so he tried making printed leather bracelets as an experiment. The bracelets' magnetic clasps, which are also self-designed, give them more elegance. Tovi Sorga believes technology to be beautiful when combined with accessories. Since technology makes life easier, it should be creatively applied for our benefit. Therefore, he decided to add a technological aspect to his leather bracelets. A small chip was added to the bracelet which could be utilized for Payment, Door access in offices, ticketing, authentication, voucher shopping, and traveling through public transport. According to Tovi Sorga the chip bracelet is a boon for the hospitality and event industry, sports clubs and venues, banking, corporate offices, and travel.



Contactless payment bracelet by Tovi Sorga. Picture Courtesy: notjustalabel

Tovi Sorga brand then partnered with a British bank, Barclaycard, to produce an innovative range of Contactless Payment Bracelets. It was designed to conceal the touch-and-go payment facility inside a stylish piece of jewelry, the bracelets could be used with all UK-registered Visa and MasterCard accounts to make secure, trackable payments up to £30

Having established a strong international B2C following, Tovi Sorga has recently expanded its production base and can offer its unique luxury leather goods on a wholesale basis to retailers around the world.



Tovi Sorga addressing the audience. Picture Courtesy: Team Univation

The Tovi Sorga brand is passionately committed to environmental sustainability. His company used leathers that are recycled as a waste product of the food industry, and seek trusted British and European suppliers who meet strict European standards of animal and worker welfare. In all their industrial processes they strive to eliminate waste and toxicity so that in generations to come their products will return to nature as kindly as they emerged from it.

Tovi Sorga is currently working on creating plant-based vegan leather. Tovi Sorga is full of curiosity and his journey motivates me to explore and experiment with different materials without predicting the outcome.



**Karnavati University**  
A/907, Uvarsad-Vavol Road, Uvarsad,  
Gandhinagar 382422, Gujarat

Tel: 079 3053 5083, 3053 5084  
[www.karnavatiuniversity.edu.in/uid](http://www.karnavatiuniversity.edu.in/uid)

Disclaimer

The opinions/views expressed in the articles are solely of the author in his/her individual capacity. They do not purport to reflect the opinions and/or views of the College and/or University or its members