

The

IIAD

NEWS

July 2024 Issue

Letter

Design — Projects — Events — Insights



DESIGN
MATTERS

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IN THE SPOTLIGHT

FROM THE DIRECTOR'S DESK

PROF. USHA NEHRU PATEL
Director - Academics



Design is a multifaceted and collaborative pursuit that shapes the physical, digital, and experiential aspects of our world. At its essence, design is about problem-solving and creating solutions that enhance the human experience. It is not limited to aesthetics but encompasses functionality, usability, and sustainability.

Design is the cornerstone of innovative solutions, influencing everything from minute details to grand-scale projects. At its core, design reflects deep-rooted human behaviour, driven by empathy in the pursuit of comfort.



In these conversations, we attempt to ask critical questions:

Who benefits from design? Does it perpetuate existing inequalities?

This edition's theme, "Design Matters," delves deeper, exploring the profound impact of design that goes beyond aesthetics. It aims to foster inquiry into the broader world of creative culture through wide-ranging conversations with the IIAD community and external voices. In these conversations, we attempt to ask critical questions: who benefits from design? Does it perpetuate existing inequalities? By examining design through these critical lenses, we can ensure it serves a more just and sustainable future.

By examining design through these critical lenses, we can ensure it serves a more just and sustainable future. The newsletter puts a spotlight on design interventions in the form of student works, faculty interventions, and activities—both individual and collective.

At IIAD, design is not just a concept; it's a catalyst for action. From craft-centric sustainable installations like the Shamiana at the Red Fort or puppets at the Indian Habitat Centre to impactful visual branding for global conferences like the Raisina Dialogue, design has been our versatile tool. We use it to create everything from accessible play cards for children with cerebral palsy to inclusive clothing collections for people with disabilities. Design becomes our platform for dialogue, empowering our students to raise critical questions about public space infrastructure, like the lack of facilities at Mandi House, or social issues like the urgent need for transitional housing for care leavers.

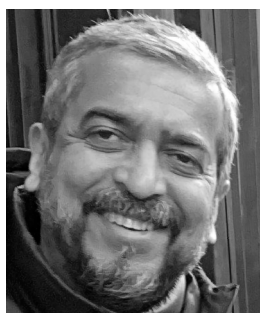
It also fosters connections, allowing students to collaborate with artisans from remote and under-represented communities, learning from their traditional skills and adapting them for contemporary platforms, while also presenting their own unique collections at global platforms like Pepe Jeans Awards London (Student Edition).

As always, we invite you to join the conversation. The future of design hinges on tackling critical questions like equity, sustainability and the newsletter is our contribution to this ongoing exploration.

A handwritten signature in black ink, reading "U. Patel".

Design is EVERYTHING EVERYWHERE ALL AT ONCE

NEERAJ MANCHANDA
Architect, Managing Partner at BaRGaD Design



From the natural state of the universe to the human-made large language models of what is at this time termed 'artificial intelligence', it is all design that gives form to all things tangible and intangible.

Take an inhabited room with no windows. There are two disconnected worlds. One inside the room and another outside. The room is in fact uninhabitable since it will run out of oxygen in time. What do we do? We insert a hole in one wall to provide fresh air. Design for survival.

We graduate one step and make the 'hole in the wall' window larger, bringing in natural light along with air. Design for sustenance. Another step further will refine the location and size of the window to enable occupants to look out and conversely, those outside to look in. Sustenance leads to connection and interaction with the world, both silent and verbal.

We consider our geography, topography and climate, and our design goes further: the window transforms into a jaali, a large pane of glass, or an exquisite monsoon window that lets in air and light while keeping out the water. We have designed the window so that it becomes a sophisticated element.

We consider culture, societal norms and an already sophisticated element that evolves further to enable views out but not in, to enable shops and commerce. We go further. The sill goes down to zero. We step out. We attach a balcony, a jharokha or a terrace. Our design graduates to place-making for communities, societies, and nations: a leader emerges from our window onto a balcony and waves to the crowd.

We bring the sill back up and design the window to allow sitting against it. Design for recreation and contemplation. We decorate the window and convert it from 'something to look out of' to 'something to look at'. We are now in the territory of evolved cultures and civilisations, where art and craft are integral to individual and societal existence.

We remove the sill again and move freely between inside and outside. We are in superposition, in the two worlds of the inside and the outside at the same time.

From the natural state of the universe to the human-made large language models of what is at this time termed 'artificial intelligence', it is all design, design that gives form to all things tangible and intangible. Design is philosophy applied to our physical world, and designers are its philosophers.

As the example of the window shows, design transcends more than the sciences, geography, history, art and culture. It is a physical manifestation of who we are, what we do and what we aspire for. It is enabling, empowering and elevating. It matters.

LUXURY SYMPOSIUM

Can Brands Adapt to Evolving Consumer Demands?



The Luxury Symposium, Delhi Chapter, organized by IIAD's Fashion Business Management department, gathered industry leaders to discuss the future of the Indian luxury market post-COVID. The panel included Abhimanyu Mehta (CEO, Lamborghini Delhi), Sunil Negi (Unit Head, Tangerine Skies Pvt Ltd), Anisha Malik (Co-Founder, Sunlight Chronicle), and Jessica Singh (Founder & Director, Stanley Communications). Moderated by Abhishek Verma, the event explored shifts in consumer behavior, focusing on the growing demand for experiential luxury.

Abhimanyu Mehta highlighted creating customer desire through limited availability to enhance perceived value. Sunil Negi stressed the importance of preserving traditional crafts in a tech-driven market, balancing AI advancements with artisanal knowledge. Anisha Malik discussed the changing media landscape's impact on luxury brand perception and the role of structured communication strategies. Jessica Singh emphasized storytelling's power in luxury branding, detailing how PR agencies use media outreach, influencer partnerships, and events. The symposium also covered expanding career opportunities within the luxury sector, noting the rise of luxury experiences across various industries. The event concluded with a lively Q&A session, hinting at potential future expansions.

Watch the full coverage of the Luxury Symposium [video](#).

INDUSTRY CONCLAVE 2024

Can Design Create Social Impact?
Experts Discuss at IIAD's Industry Conclave



More than 50 industry leaders from 40 leading brands gathered at IIAD's Industry Conclave 2024. From fashion giants like Urvashi Kaur Label to global corporations like Ernst & Young LLP, the annual event served as a platform for dialogue between industry experts and over 140 students and alumni.

With the theme "Creating Social Impact by Design," the conclave focused on how design can address contemporary challenges. Experts discussed sustainable fashion, emphasising the importance of individual commitment and authenticity. Interior Architecture and Design sessions highlighted user-centric design and cultural sensitivity, debating community collaboration strategies.

At the Communication Design department, experts stressed creating valuable designs, monetizing local artists, and integrating design thinking with marketing. They called for designers to act as facilitators, collaborating and iterating with audiences for impactful results.

The World Cafe format enabled one-on-one interactions, offering students real-world insights and preparing them for industry demands. This initiative bridges the gap between academia and industry, fostering thought-provoking discussions and practical knowledge.

Missed attending the conclave? [Watch now.](#)



REMIX 2024

Annual Cultural Fest at IIAD



Annual cultural festival, REMIX 2024, held on March 7th-8th at the New Delhi campus, featured six inter-college experiences blending various creative genres. With over 60 participants, the event partnered with Looks Salon and Pixelmela, and supported the Uttejana Foundation's Project Chanakya.

The festival's visual identity, showcasing a classic film camera with retro-style text, captured the theme of "remixing memories," encouraging exploration of past and present through creative expression.

Day one showcased talent from IIAD's five departments with stalls featuring eco-conscious fashion accessories, sustainable homeware, and innovative designs. Activities included tarot readings, tattoo artistry, dance routines, and a nukkad natak (street play).

Day two featured the Fashion Design department's show "Reclaim," beatbox battles, hip-hop performances, a dance competition "Regroove," and a music competition "Reprise." Student-run stalls offered handcrafted accessories, sculptures, clothing, and food, fostering a creative and collaborative atmosphere. The festival concluded with a DJ Ayush performance.

REMIX 2024 highlighted IIAD's creative vibrancy, providing a platform for students, mentors, and the design community to connect and network.

To catch highlights of Remix 2024, [watch now](#).

CONVOCATION CEREMONY 2023

IIAD Celebrates its Convocation Ceremony
For the Batch of 2023



IIAD held its convocation on January 20, 2024, at Siri Fort Auditorium, New Delhi. Attendees included Ms. Mandy Ure from Kingston School of Arts, Prof. Usha Patel, Dr. Jitin Chadha, Mr. Ajit Chadha, and IIAD faculty.

Dr. Chadha praised the Class of 2023 for their dedication to self-guided learning, emphasizing three key lessons: learning from failures, building tolerance for ambiguity, and embracing empathy for effective leadership. Prof. Usha Patel delivered an emotional speech, highlighting the students' dedication, challenges, and resilience.

Certificates were awarded to students from the Communication Design, Fashion Design, Fashion Business Management, and Interior Architecture & Design programs, including post-graduates in Fashion Business Management. Ms. Mandy Ure congratulated the graduates, wishing them success.

Notable scholars Lavanya Sirohi and Sana Saxena shared their experiences and memories. The event concluded with a group photo session, capturing the joy and pride of the graduates and their families.

To catch highlights of Convocation Ceremony 2023, [watch now](#).

UNFOLD GRAD SHOW 2024

An Annual Showcase of Conscious Design Solutions



IAD's annual Graduate Show on May 31st and June 1st showcased the creative achievements of its graduating class, attracting industry leaders and design enthusiasts.

Day one focused on the Communication Design department, featuring student projects in illustration, branding, and UI design. Highlights included the multimedia performance "The Last Hug" and a screening of animation films addressing social issues. Awards were presented by Rajesh and Mohor Ray Dahiya of Codesign Brand Consultants.

The Interior Architecture & Design (IAD) department hosted a panel on "Designing a Practice" with industry leaders and showcased student projects like the redesign of Mandi House metro station. Awards were presented by veterans Vinod Gupta, KT Ravindran, and Tapan Chakravarty.

Day two featured a panel on "Employability Attributes for Thriving in a Dynamic Job Market" with experts sharing industry insights, followed by awards. Fashion Communication students presented exhibitions "The First Draft" and "The Cost of Fashion," showcasing their publication design skills.

The Fashion Design department exhibited student work, including "BAAT" and "Transform and Restructure," and concluded with a fashion show of graduating collections. Sunil Sethi, Chairman of the Fashion Design Council of India, presented awards to the graduates.

For the full coverage, [read now](#).

IIAD X CBSE

IIAD Partners with CBSE for a Unique
Skill Development Teacher's Training Programme



The Indian Institute of Art and Design (IIAD) partnered with the Central Board of Secondary Education (CBSE) in a first-of-its-kind initiative to host a Teacher's Training Programme for Apparel Design. This programme was held on May 18, 2024, and was attended by more than 60 CBSE educators. The programme equipped teachers with the latest resources and knowledge in apparel design pedagogy.

Led by IIAD's mentors, the workshop-based programme provided teachers with a comprehensive exploration of design principles and elements. Teachers engaged with various textiles, textures, embroidery techniques, and motifs to deepen their understanding of the subject matter.

The programme aimed to equip teachers with the skills and confidence to effectively guide students in the evolving world of apparel design.

To catch highlights of IIAD X CBSE, [watch now](#).



Shreya Goel, Fashion Design (Batch 2020-2024) Student Work

Weaving Stories Through Design

Communication Design Alumnus Shreyasree Ghosh
(Batch 2017-2021) on Design Matters

Communication Design alumnus Shreyasree Ghosh (Batch 2017-2021), a multidisciplinary designer, combines advertising, film, photography and journalism into impactful storytelling. Her expertise crafts compelling branded content, visual identities and user experiences across brands, spaces and products. Shreyasree advocates social change, promoting both South Asian narratives and a commitment to environmental and ethical practices. With her own media production and marketing channel, her impressive portfolio showcases collaborations with over 40 global brands (Fabindia, Samsung), while her skill set encompasses UX design, branding, and marketing consultancy. She voices her insights on Design Matters...

Everything in this world is designed. Each day, we encounter numerous impeccable products and experiences, often without realising it, because seamless interactions are the result of good design.

Yet, amidst the allure of striking colours and elegantly composed typography, we often overlook the deeper workings and rationale behind a well-designed product, brand, or even a piece of communication. At its core, design begins with the whys—the deliberate choices that shape an experience. Why select a specific hue from millions of shades? Why incorporate a small red dot? The purpose and meaning behind these details are what lead to an effective design, ultimately increasing value and generating higher impact and sales.

These “why’s” form the foundation upon which the “what”—the visible outcome—is built—a process and practice that marry form with function!

Hear what she has to [share](#).



MAKE.KNOW.SENSE

Alumni Conversation Initiative Fostering Stronger Connections

IIAD's annual alumni talk show, Make.Know.Sense, returned for its third edition, connecting students with industry pros through open discussions. The show fosters open dialogues between students, faculty, and distinguished alumni, offering students a glimpse into the realities of their fields and opening doors for genuine connections.

The third edition featured a thought-provoking discussion with prominent alumni Prashant Kumar and Anchita Bhattacharya. Ginu George (Assistant Professor, Fashion Design, IIAD) moderated the conversation, facilitating an engaging exchange.

Prashant Kumar (Fashion Design, Batch 2016 to 2020), a renowned fashion designer and model, shared his time-management expertise. His experience at trendsetting events like London Fashion Week and dedication to sustainable practices provided valuable insights.

Anchita Bhattacharya (Fashion Design, Batch 2016 to 2020), a fashion designer and creative consultant, offered her unique perspective, blending cultural influences and design sensibilities. She emphasised the importance of creativity and heritage in modern design narratives.

For full coverage, watch [here](#).



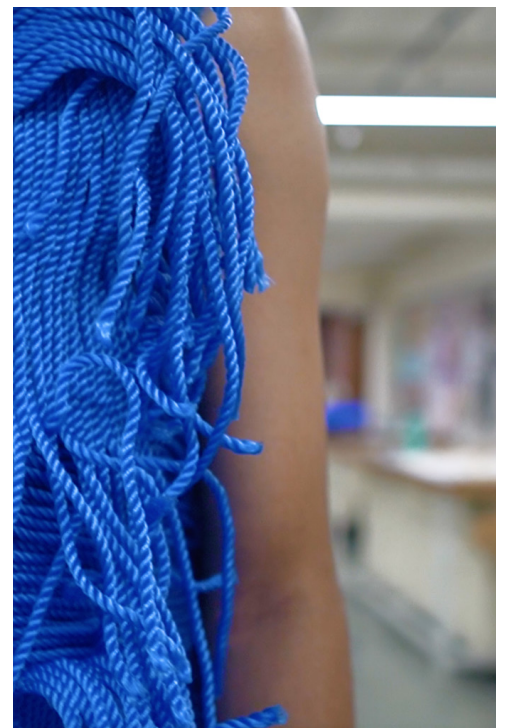
Gharsa

From Rural Roots to Wearable Stories



Naseeb Sihag
Batch 2020-2024
Graduation Project

The “Gharsa” collection (pronounced “Ghar sa,” meaning “from home”) resonates with a powerful visual narrative inspired by the designer’s deep connection to his rural roots. Ropes, reminiscent of farm machinery, are intricately woven into garments, echoing the “weird crayon strokes” of childhood memories. Belons (clay pots), katas (wooden cots), and peepal tree motifs celebrate the vernacular of his homeland, while the chulha’s (earthen stove) warmth translates into unique textural elements. This becomes a heartfelt homage—Gharsa—a wearable exploration of the designer’s home and heritage.



Preserved Memories



Heba Usman
Batch 2020-2024
Graduation Project

Reimagining Kutch's Ajrakh Printing Legacy

The "Preserved Memories" collection honours the legacy of Ajrakh printing experimented on leather. Unused leather hides are transformed through hand-block printing, painting, and natural dyes—a sustainable approach to revitalising this timeless material. Organic silhouettes and effortless layering define this versatile collection, celebrating naturally processed leather and kala cotton. Experience the nuanced interplay of materiality, colour and form in "Preserved Memories."



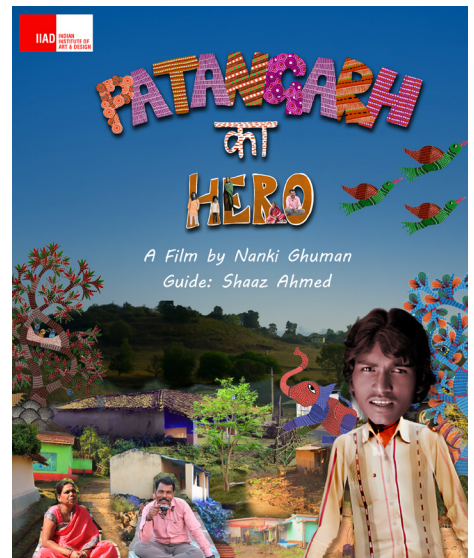
Patangarh Ka Hero

Exploring Gond Art Through Interactive Animation



Nanki Ghuman
Batch 2020-2024
Graduation Project

"Patangarh Ka Hero," a short film which explores heroism through an open-ended narrative. Inspired by Gond art, it blends painted backgrounds with pixelation for characters and 2D transitions. Viewers are invited to decide who the hero is: the skilled artists of Patangarh, the visionary Jangarh Singh who brought Gond art to national attention, or the NID professor—all characters within the film. This deliberate ambiguity fosters audience engagement and personal connection, allowing viewers to engage deeply with the narrative.



Life In A Metro

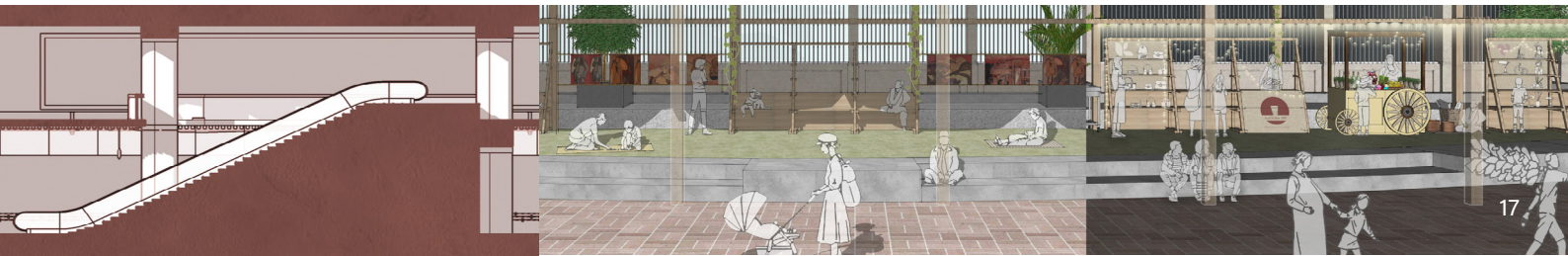
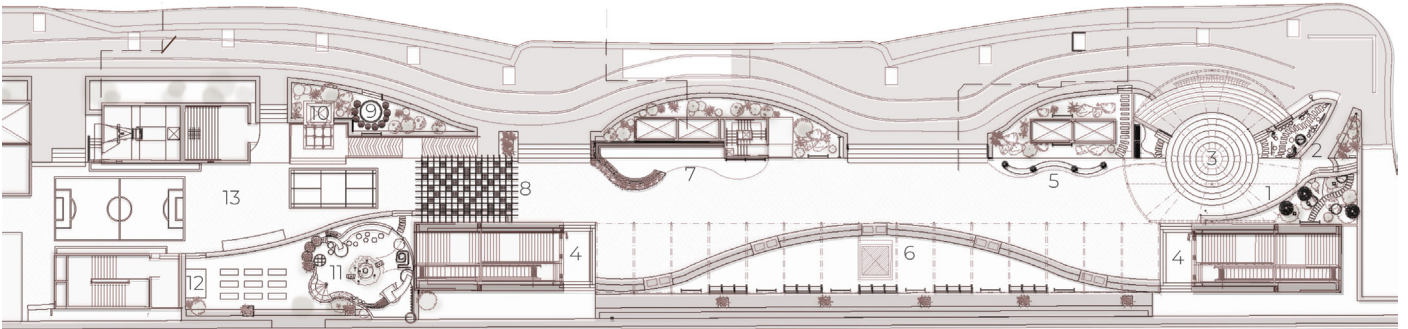
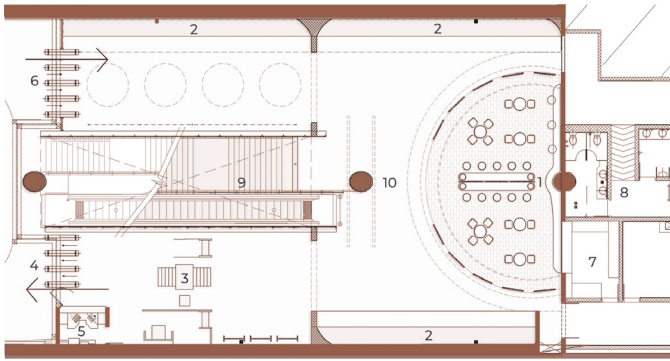
Reclaiming Public Space of Mandi House Metro Station



Rashika Lungani

Batch 2020-2024
Graduation Project

"Life in a Metro" proposes to redevelop the Mandi House metro station as a holistic public infrastructure. By identifying underutilised areas at the station, the design attempts to provide rejuvenation to weary travellers, promoting revenue generation, all while celebrating local culture. In the proposal, "Platform Aarth" and "Metro Maidan" foster inclusive engagement. Platform Aarth is a cafe-gallery showcasing local artists with craft-inspired furniture. Metro Maidan uses temporary design solutions (material & colour scheme, modular furniture) to activate the underutilised 32,000 sq. ft. external space.



Beyond Care

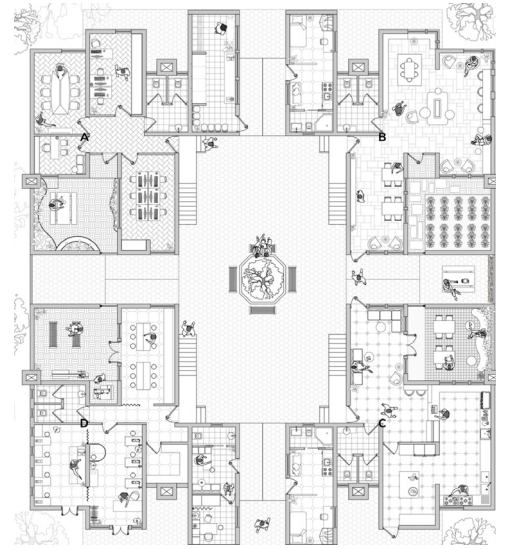
Transition Homes for Adults Leaving Foster Care



Siya Suri

Batch 2020-2024
Graduation Project

"Beyond Care" is a transitional housing design proposal that addresses the critical need for young adults leaving India's care system. Recognizing the limitations of existing infrastructure, this mixed-use model leverages existing DDA colonies. It fosters independence through a "vertical graduation program": co-living spaces on lower floors seamlessly transition to studio apartments above. "Beyond Care" offers a replicable and sustainable solution, empowering young adults with life skills and fostering a supportive environment for a secure and fulfilling future.



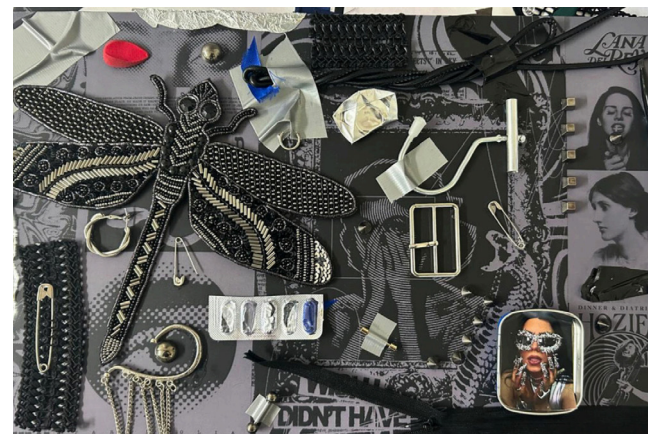
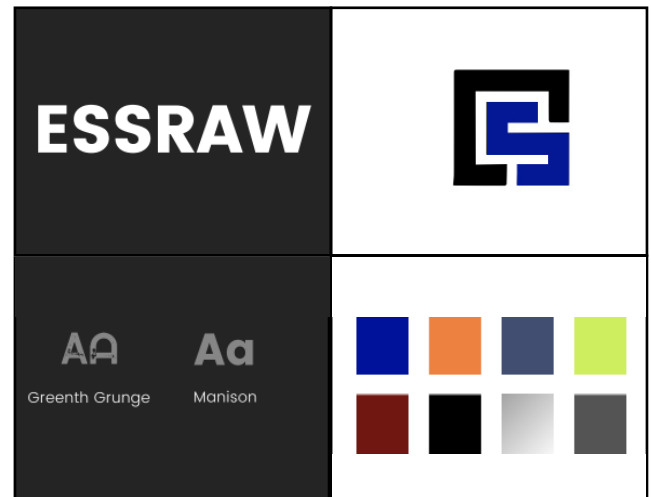
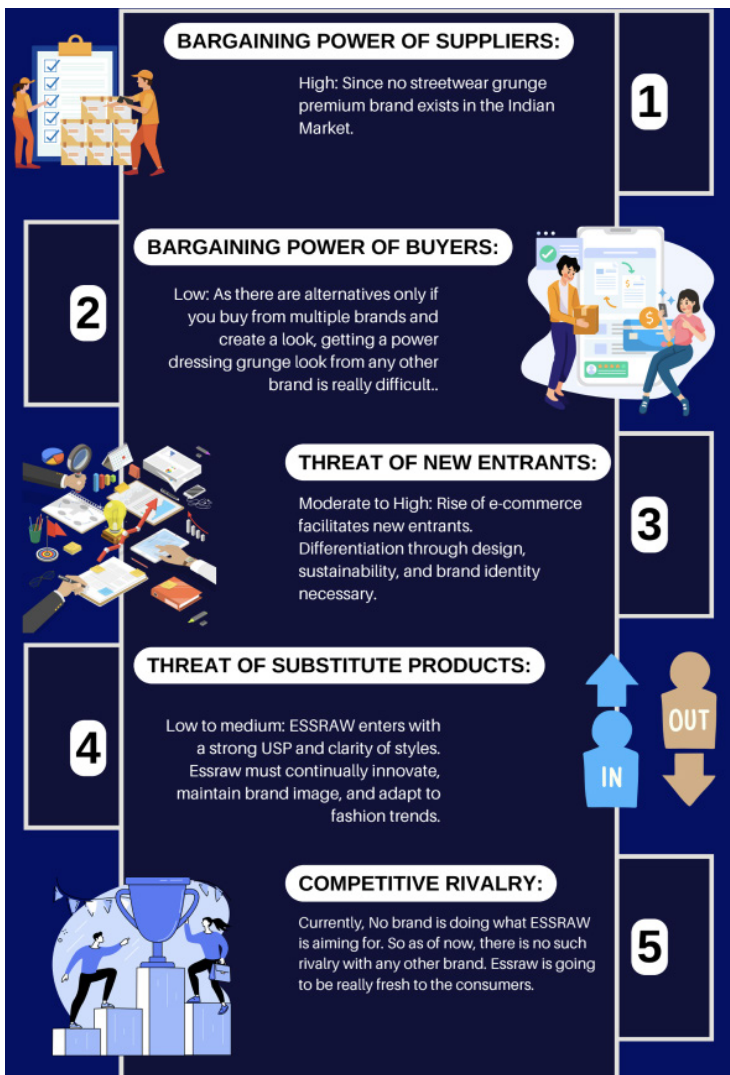
ESSRAW

Business Plan for a Fashion Brand



Simran Rawat
Batch 2021-2024
Graduation Project

ESSRAW, a sustainable fashion brand by Simran (her name cleverly woven in), offers statement power dressing pieces for modern women. It blends grunge aesthetics with power dressing through a bold colour palette (electric blue, chrome, black), catering to the "office siren" trend and streetwear market. Using a D2C model via social media and websites, ESSRAW capitalises on the domestic and international markets through market research and trend forecasting for the modern fashion-conscious consumer.



Chanel

Luxury Brand Study



Reiya Uberoi
Batch 2021-2024
Graduation Project

This graduation project analyzed Chanel's sales, merchandise and marketing in the Indian market, offering key recommendations. The study suggested focusing on high-performing categories, tailoring collections to local preferences and leveraging seasonal trends like Diwali. Enhancing online presence, optimizing pricing strategies and expanding the retail footprint in key cities were advised. Local marketing campaigns, customer feedback and sustainability practices were highlighted as essential. Personalization options were also recommended to cater to Indian tastes. These insights aim to better align Chanel's offerings with Indian consumer preferences, driving higher sales and satisfaction.

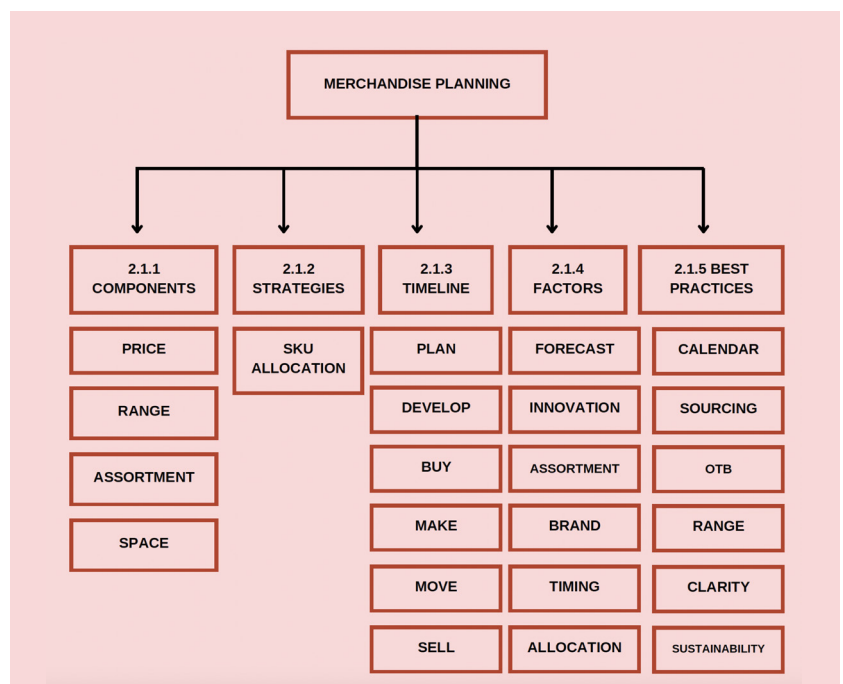
FABRICS & PATTERNS

KEY FABRICS

- Graphic tweed
- Pleated satin silk
- Jersey terry cloth
- Sheer lace and organza
- Printed neoprene

KEY PATTERNS

- Stripes
- Checks and graphic figures
- Flowers and CC logos
- Op art



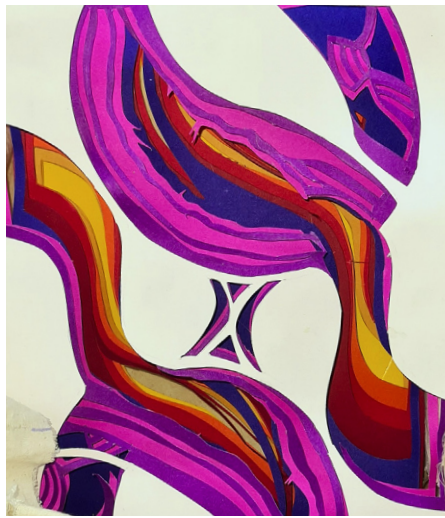
Zindagi Aur Dhaaga

An Art Installation Celebrating the Weaver's Legacy



Diya Talreja
Batch 2023 - 2027
Capstone Project

This art installation explores the life of a female karigar, a skilled handloom weaver with 31 years of experience. Each thread in her creation represents a fragment of her life's journey, woven together. The artwork uses interlocking lines to evoke the rhythmic act of weaving, while the colour palette reinforces this concept. Persian blue symbolises the culmination of her experiences, and vibrant hues represent the diversity of her patterns and the richness of her life story. Inspired by a handloom shop near GTB Enclave, the installation delves beyond the beauty of textiles, highlighting the skilled artisans and their stories embedded within each weave.



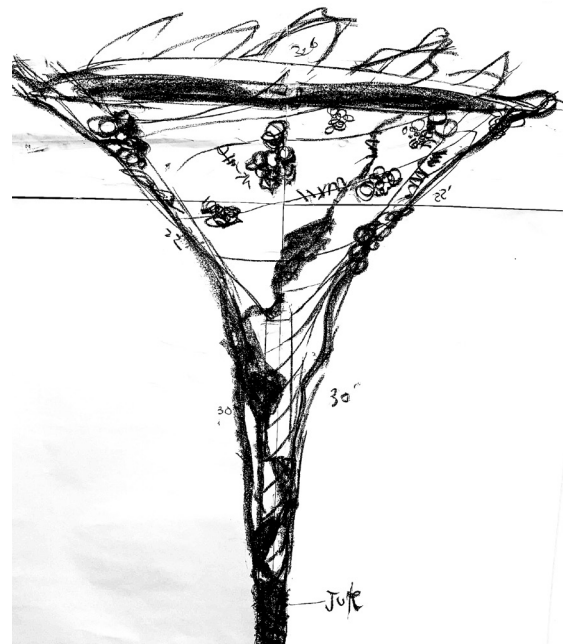
Modernised Bhavar

An Art Installation on Rethinking Consumption



Akash Prajapati
Batch 2023 - 2027
Capstone Project

This art installation explores chaos and order through a swirling form, symbolising overwhelming experiences. The central eye represents focus amidst the chaos. The ubiquitous plastic bags in markets like Sarojini Nagar exemplify a hidden chaos masked by convenience. The bulbous form hints at unseen dangers, while unfinished stitching depicts our wavering commitment to sustainability. Jute, symbolised by loose threads, offers an alternative. Bhavar urges us to weave a new order, one prioritising a sustainable future.



Crafting a Fashion Magazine

Second-year Fashion Communication students undertook a group project: designing a magazine. It involved in-depth research and trendspotting, spanning Delhi's vibrant streets to global fashion weeks (FDCI x Lakme, Paris). Drawing on their findings, they transformed mood boards into stunning photoshoots, managing every aspect from styling to editing. They also explored promotion and brand identity across various magazines, newspapers, and social media. This project aimed to equip students with the skills to navigate fashion communication, empowering them to become storytellers of the dynamic fashion industry.



Himanshu Singh
Batch 2022-2026



Vanshika Rawat
Batch 2022-2026



Samiksha Gandhi
Batch 2022-2026



Tanishka Vijay
Batch 2022-2026

GQ India

Reimagining GQ India MAGAZINE

Through the "Spring/Summer Menswear 2024" collection, the theme 'Soft Masculinity' explored reimagining GQ India magazine. FC students dismantle the outdated notion of masculinity being confined to muted colours and rigid tailoring. The theme features sub-themes including Gentlemen, Meeting at Midriff, Barely There, Boots Strapped and more. Soft masculinity isn't about neutering masculinity but rather celebrating its multifaceted nature. Menswear has traditionally been a constrictive space, but this photoshoot is a powerful call to break free.



Gentle men

Why be restricted to a gender?
Gone are the days of men being constrained to dull greys and boxy silhouettes, it's time for expression. From Rahul Mishra to Dior, designers all over the world are no longer afraid to put men in skirts and crop tops. Are the lines of gendered clothing finally starting to blur?

BY HIMANSHU SINGH, VANSHIKA RAWAT

16.00 JUNE-JULY 2024



Dust Magazine

Reimagining Dust Magazine



Sneha Keshari
Batch 2022-2026



Muskan Nayyar
Batch 2022-2026



Manasvi Mathur
Batch 2022-2026

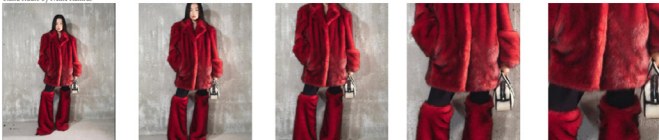


Diya Sahni
Batch 2022-2026

Fashion Communication students challenge traditional notions of gender in Dust Magazine, a platform for a contemporary exploration of androgyny. The cover photoshoot, a reimagined Snow White, blurs the lines between masculine and feminine aesthetics. Dust further explores thematic explorations—Gender Bender, Embracing Transparency, Purr of the Fur, and In Full Bloom—that directly engage with real-world fashion trends and patterns. Beyond visuals, student narratives offer critical analysis of accessory trends through the lens of statement beaded necklaces and dissect contemporary beauty ideals (Eyes Wide Opened). This issue of Dust promises a nuanced and thought-provoking examination of the evolving landscape of fashion.



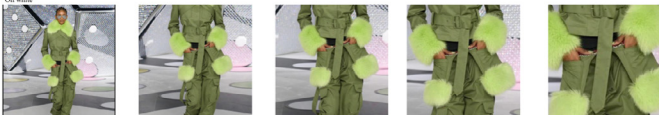
Stand studios by Nafis Kamra



Saint Laurent



Off white



ISHARA INTERNATIONAL PUPPET THEATRE FESTIVAL

Student-Led Installations Bring Life to Ishara's 20 Year Anniversary

IIAD design students infused the 20th Anniversary of Ishara Puppet Festival in Delhi this February with striking installations, breathing new life into the celebration of puppetry. Powered by the Ishara Puppet Theatre Trust, this festival has been a cornerstone in promoting public awareness and appreciation of puppetry since its inception in 2001.

Eleven unique installations, designed by IIAD students under the mentorship of celebrated Padma Shri awardee puppeteer Dadi D. Pudumjee and Shaaz Ahmed (Associate Professor, Communication Design, IIAD) and other IIAD faculty members, adorned the courtyards of the India Habitat Centre for the 20th Ishara Foundation anniversary.

Paying homage to the organisation's rich history, they not only honoured the festival but also served as photo-ops for attendees.

Aligned with the festival's "20" theme and IIAD's "solidarity" focus, student installations showcased international unity. Weaving stories, dancing figures forming "20," and masks of participating nations brought diverse cultures together.

A totem pole explored the perception of performance art through multiple senses, while a mouth with a long red tongue projected a touch of whimsy. A caricaturist-stylized cartoon 3D model in a distorted form made the number 20. Another installation featured iconic figures like Marilyn Monroe, Mahatma Gandhi and Charlie Chaplin.

For full coverage, read [here](#).



SHAMIANA INSTALLATION AT RED FORT

Interior Architecture & Design Students Create A Sustainable Installation for an IGNC A initiative



IIAD showcased the sustainable craft installation “Shamiana” at the Craft & Design Exchange Forum, held at the Red Fort on April 6-7. The event, hosted by the Aatmanirbhar Bharat Centre for Design (ABCD) and established by the Ministry of Culture, aimed to promote India’s traditional crafts and raise awareness among youth.

Prof. Usha Patel (Director-Academics, IIAD) participated in a panel discussion on academia’s role in craft revival. Inspired by the traditional Indian canopy, “Shamiana” was reimaged as a canopy within the Red Fort corridors, welcoming visitors.

Developed by IIAD faculty, Interior Architecture & Design (IAD) students, and artisans, the installation featured interlinked tetrahedrons using parametric design, echoing the curves of a traditional Shamiana canopy. A bamboo framework supported these tetrahedrons, with planes designed to hold handcrafted infill elements.

Using the traditional Bengali craft Shola Pith, master craftsman Gourav Malakar and his team created the infill elements. These included coloured handmade paper and Shola Chand discs, traditionally used in Bengali pujas, and Kadamb garlands. The “Shamiana” installation highlighted how contemporary design can celebrate and preserve Indian crafts.

For full coverage, read [here](#).

RAISINA DIALOGUE CONFERENCE 2024

Branding of The Global Conference: Raisina
By A Communication Design Student

Third-year Communication Design student Amartya Chakraborty developed a holistic brand identity system for the Raisina Dialogue 2024. Hosted by the Observer Research Foundation (ORF) and the Ministry of External Affairs (Government of India), this annual conference seeks to provide a platform for global leaders and policymakers to discuss pressing global issues.

Guided by Communication Design faculty Shaaz Ahmed (Associate Professor, IIAD) and Devan Das (Assistant Professor, IIAD), Chakraborty developed the branding proposal focusing on the themes of Chaturanga: Conquest, Conflict, Contest, Cooperate and Create—which mirror the multifaceted nature of international relations.

Chakraborty's design embodies a nuanced diplomatic strategy and uses repetitive triangles forming a mandala. While the concentric triangles symbolise life's chaos and conflict, their repetition signifies resilience. The mandalas encourage viewers to contemplate the interplay between chaos and calmness, serving as a homage to Chanakya's principles on human life.

To know more, watch [now](#).



DESIGNING A PRACTICE

Bridge-Building Dialogue by the Industry Experts to Help Students Navigate the Transition to Professional Life



At the IIAD Grad Show, the Interior Architecture & Design (IAD) department hosted a panel titled “Designing a Practice” to provide graduates with a realistic view of transitioning from academics to professional practice. Moderated by Prof. Snehanshu Mukherjee, the panel discussed key challenges and strategies for aspiring designers.

Asha Sairam (Studio Lotus) emphasised building a network and self-promotion to find clients, noting that opportunities often come from unexpected places. Akshat Bhatt (Architecture Discipline) highlighted the importance of a solid design foundation and ethical practice, while Prof. Vinod Gupta (Space Design Consultant) shared how his expertise in passive solar architecture attracted clients.

The financial aspects of design practice sparked a lively debate. Rahul Singh (RLDA) emphasised passion over financial gain in design, while Rajiv Bhakat (Studio CoDe) stressed the importance of having efficient systems for documentation and production.

The panel also addressed balancing creativity with timely project delivery, emphasising clear communication with clients. The discussion underscored that design education and practice enrich each other, making a design career a lifelong pursuit of knowledge and growth.

Watch the full coverage of the Panel Discussion [here](#).

AWARDS & RECOGNITION

Rashika Lungani wins The Park Elle Decor Student Contest

Interior Architecture & Design student Rashika Lungani (Batch 2020-2024) proposed a revitalization plan for Delhi's Sunder Nursery with her project "Re-Imagining Heritage." Her project focused on transforming historical monuments into contemporary public spaces. Lungani's winning design proposal featured the Garden Pavilion which aimed at attracting diverse birdlife, including India's national bird, the peacock.



Shikha Tripathi Secures Top 10 Spot at Pepe Jeans London Fashion Designer Awards

Fashion Design student Shikha Tripathi (Batch 2020-2024) made it to the top 10 in the Pepe Jeans competition (student edition) with her collection, "Take Me Somewhere." Inspired by Alice in Wonderland and the Victorian era, the collection reimagines the Queen of Hearts and Mad Hatter through denim, offering a modern interpretation of classic silhouettes.



Vanshika Yogendra wins the D'source DIC-BHU SDGs Design Challenge at IIT Bombay

Communication Design student Vanshika Yogendra (Batch 2020-24) won the IIT Bombay Design Challenge for her typographic poster project "Life Below Water." Mentored by Assistant Professor Devan Das, her project highlights Yamuna River pollution from the 1960s to the present, integrating pH levels as symbols of toxicity.



Harshul Grover wins the D'source DIC-BHU SDGs Design Challenge at IIT Bombay

Mentored by Communication Design (CD) faculty Pranay Patwardhan and Aarti Uberoi, CD student Harshul Grover (Batch 2020-24) won the D'source DIC-BHU Design Challenge for his project 'Sustainable Cities.' His project addresses efforts to reduce environmental impact, enhance climate resilience, and promote economic growth and social well-being. Harshul created a four-fold brochure that can be converted into a sustainable paper bag to promote tourist participation.



Gaanya Singh wins the D'source DIC-BHU SDGs Design Challenge at IIT Bombay

Gaanya Singh (Batch 2020-24), a Communication Design student, won the IIT Bombay Design Challenge with "Life Below Water," a typeface inspired by whale tails. This campaign focused on overfishing and environmental threats to whales. The challenge aimed to promote sustainability through design, and Gaanya's solution included posters, a book, or a video explaining her design process.



Nanki Ghuman's Short Film Triumphs at the Mokkho International Film Festival

Mentored by Shaaz Ahmed (Associate Professor, Communication Design), Nanki Ghuman (Batch 2020-2024) won an award at the Mokkho International Film Festival for her short film Patangarh Ka Hero. The film breaks new ground in storytelling by contemporizing Gond art, blending painted backgrounds with pixelated characters and 2D transitions to narrate the story.





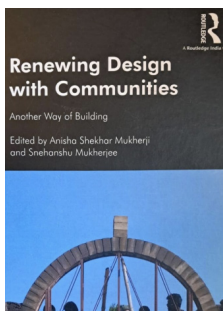
IIAD announces its global association with Cumulus—a leading global association to serve art, design education, and research. Fostering knowledge exchange and collaboration through its global member-driven network, the organisation connects with 395 institutions across 71 countries. Cumulus facilitates the exchange of best practices in pedagogy, research and the arts and advocates for the positive role of designers and artists in shaping a sustainable and humane future.



PROF. SNEHANSHU MUKHERJEE

Course Leader
Interior Architecture & Design

Panelist for a Talk on Ways of Renewing Designs with Communities, Another Way of Building at India International Centre's Talking Architecture 13.



SHIPRA KUKREJA
Associate Professor
Fashion Design

Presented a paper titled "Problem-Solving Approach in Fashion Design Education: A Case Study of Student Project Fostering Inclusivity in Fashion" at Cumulus.

Presented a poster titled "Navigating Change: Shifting Identities in Fashion from Brand-centric Capitalism to Post-Pandemic Consumer Focus" at IFFTI, South Korea (April 2024).



OSHIN VIPRA SAGAR
Lecturer
Communication Design

Reviewed Father Camille Bulke's 'The Rama Story: Origins and Growth', translated into English from Hindi by Pradip Bhattacharya and published by Sahitya Akademi in IGNC's bi-annual journal of the arts, 'Kalakalpa'; with Avinash Kumar as the second author (February 2023).



PROF. USHA NEHRU PATEL
Director - Academics

Shares her Insights on Weaves of India Collaboration And Cross-Culture Influences with Yojana Development Journal at the Ministry of Information & Broadcasting (May Edition, Ministry of Information & Broadcasting, Government of India).



ANSHOO RAJVANSHI
Associate Professor
Foundation in Design

Presented a paper with Hitendra Singh Rathore, titled 'Cultivating Empathy Among Students for Improved Employability in Industry 5.0' at Industry 5.0: Transition Towards Sustainability, curated by Ashoka Business School (May 2024).

Published a paper with Hitendra Singh Rathore, titled "Digital Competence to Bridge Transactional Distance in Distance Education" in the International Journal for Multidisciplinary Research (IJFMR), Volume 6, Issue 2 (March-April 2024).



RICHA SOOD
Assistant Professor
Fashion Design

Conducted an online open forum on "Conversations on Decoloniality and Fashion: Designing Goods and Crafting Community," hosted by the Research Collective for Decolonial Fashion in collaboration with Saumya Pande, Sachin Sachar, and Anas Sheikh (March 2024).

Hosted an online lecture series with Jennifer Whitty and Angela Jansen, organised by Humboldt University, Berlin. The talks and discussions in the series were based on the title "Cultures of Regeneration" (May 2024).

Conducted an online symposium titled "Untangling Design Purpose (UDP)" with Jennifer Whitty and Angela Jansen on "Meeting in Difference: Reflecting on Responsibility when Exchanging Across the Colonial Difference" (April 2024).



DEAF FLY (NOTE)

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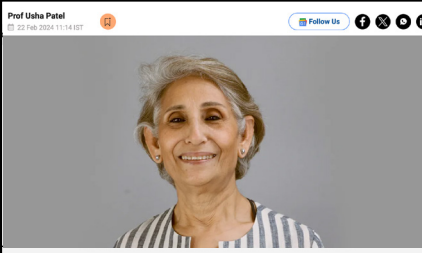
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IIAD IN THE PRESS



Prof. Usha Patel
22 Feb 2024 11:14 IST

Follow Us

Prof. Usha Nehru Patel on Contemporary Indian Women Designers for SheThePeople



YOJANA
MAY 2024 A DEVELOPMENT MONTHLY ₹ 22

Prof. Usha Patel Shares Her Perspective on Indian Textiles for Yojana Journal




Hindustan Times

IIAD Students Create Sustainable Installation at the Red Fort for Aatmanirbhar Bharat Centre for Design

Brand Stories

Hindustan Times Covers Students' Sustainable Installation at IGNCA's Atmanirbhar Bharat Centre




Culture Crossroads Home Authors Culture Canvas Stories More

The Design Graduates of Today: A Force of Social Change

A recent example is UNFOLD 2024; a two-day event hosted by the graduates of the Indian Institute of Art and Design (IIAD)

Lifestyle Desk
6 Jun 2024 · 4 min

Cultural Crossroads Shines Spotlight on IIAD's Graduate Show 2024



INDIA EDUCATION DIARY

DCI Chairman At Indian Institute Of Art And Design's Annual Graduate Show


India Education Diary features UNFOLD 2024



Business Standard
Wednesday, July 03, 2024 | 12:37 PM IST EN | Hindi

Can Design Create Social Impact? Experts Discuss at IIAD's Industry Conclave

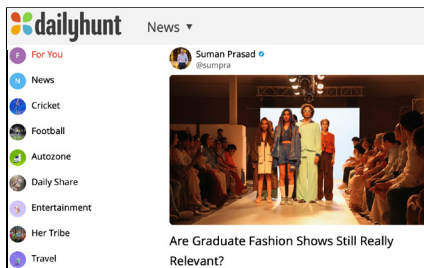
Industry Conclave Grabs Headlines in 150+ Media Outlets: Business Standard, The Hindu, ANI News and more



Business Standard
Wednesday, July 03, 2024 | 12:37 PM IST EN | Hindi

IIAD Hosts Inaugural Luxury Symposium for Fashion Business Management Students

Luxury Symposium Makes Headlines Across 200+ Media: Business Standard, ANI News and more



dailyhunt News

Suman Prasad @sumpra

Are Graduate Fashion Shows Still Really Relevant?

DailyHunt features Editorial Story on Graduate Fashion Show



FF FIBRE2FASHION

Smriti Ahuja who is an Adjunct Faculty, at Fashion Design, IIAD said, "Glammig up your Diwali celebrations sustainably is a wonderful initiative that not only adds sparkle to your festivities but also contributes positively to the environment."

Prof. Usha Nehru Patel

Prof. Usha Nehru Patel on The Art of Fashion Illustration: Bringing Designs to Life: Fibre2Fashion

CONGRATULATIONS

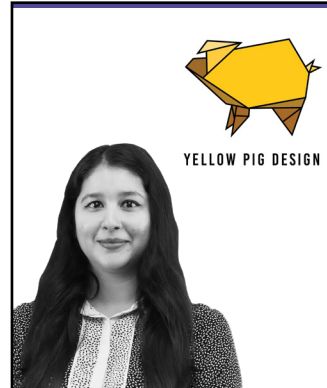
A Snapshot of Placements 2024



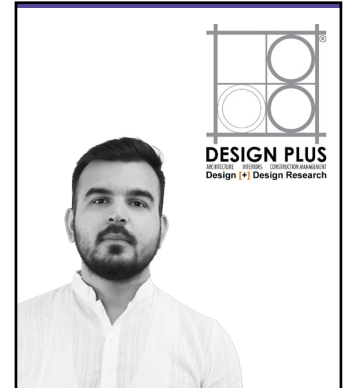
Simran Rawat
Fashion Business Management
Lamborghini
Marketing - CRM & Digital



Rashika Lungani
Interior Architecture & Design
Studio Lotus
Project Trainee



Bhumika Verma
Interior Architecture & Design
Yellow Pig Design
Interior Architect



Piyush Deshwal
Interior Architecture & Design
Design Plus Architects
Interior Designer



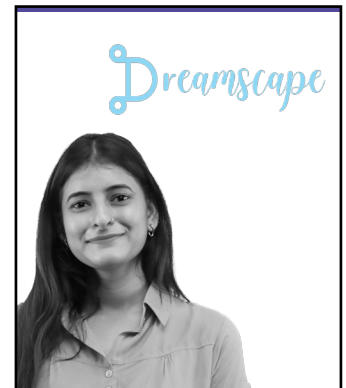
Rishika Jaiswal
Fashion Business Management
Stanley Communication
PR Associate



Gaanya Singh
Communication Design
JLL Business Services
Graduate Trainee



Nidhi Saraf
Fashion Business Management
Groyo
Associate Level 2



Deepika Gupta
Interior Architecture & Design
Dreamscape Design
Junior Interior Designer



Nandini Sharma
Communication Design
The Stable
Graduate Trainee



Anshika Walia
Fashion Business Management
Groyo
Associate Level 2



Radhika Kapoor
Communication Design
JLL Business Services
Graduate Trainee



Siya Suri
Interior Architecture & Design
Studio Lotus
Project Trainee

CONGRATULATIONS

A Snapshot of Internships 2024



Neale Nadar
Communication Design
Folklogue Studios



Sia Malhotra
Fashion Design
Rimple & Harpreet



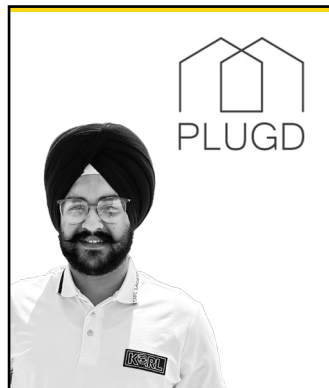
Snigdhaa Pathak
Fashion Design
Pero



Vismit Kaur
Fashion Design
Tarun Tahiliani



Adya Sharma
Fashion Business Management
Dyson



Manasis Singh Chhabra
Interior Architecture & Design
PlugD



Arshia Mehta
Interior Architecture & Design
House of Lalitty



Tanisha Tokas
Communication Design
Lucid Design



Bhargabi Mahanta
Fashion Business Management
Ferragamo



Varun Tomar
Communication Design
Folklogue Studios



Sonia Kaucha
Communication Design
Studio Fry Productions



Kaveri
Fashion Design
Shahi Exports



Image: Mehar Kalra, Communication Design, Batch 2020-2024

In a world increasingly shaped by algorithms, how can we ensure humane design reaches all—to bridge the empathy gap?

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