



DESIGNSCAPE VOLUME XII

AUG TO DEC 2024

ASSOCIATE DEAN'S NOTE



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(Associate Dean, School of Design)

I welcome you all to the 12th edition of the School Of Design newsletter.

As we enter a new chapter full of creativity and innovation, our school has achieved incredible milestones and witnessed amazing growth. I am especially proud of our students and faculty members as they continue to push the limits of design, showing a keen comprehension of the ever-changing design industry landscape.

At the School of Design, we are filled with immense pride in our collective achievements and the vibrant creative energy that defines us. This newsletter serves as a reflection of our journey—celebrating our student's creativity, faculty excellence, and the dynamic collaborations that continue to shape our future. In this edition, we highlight inspiring projects especially towards sustainability and recycling initiatives.

Strategic industry partnerships, collaborations with NGOs, International tie ups and thought-provoking discussions have reinforced our commitment to excellence in design education.

While exploring the crafts and rich heritage, our students participated in various competitions and gained immense experience .

The pro-active student council organized various engaging events filled with fun and laughter while celebrating together and bringing a festive cheer to the campus. As we embrace new opportunities, let us continue to push boundaries, challenge conventions, and reimagine the possibilities of design. We invite you to explore this issue and be inspired by the remarkable work of our community.

Thank you for being an integral part of our vision and growth.

PAPER RECYCLE DRIVE, GREENOBIN

School of Design at Sushant University, collaborated with **Greenobin**, a leading organization specializing in recycling and waste management, successfully organized a Paper Recycle Drive. This initiative aimed to promote sustainability and environmental consciousness within the campus community by recycling paper waste, particularly the substantial amount generated by the design and architecture departments. The event, held across the university campus, saw enthusiastic participation from students, faculty, and staff. Representatives from Greenobin visited the college to collect nearly 755 kg of paper waste. Most of this waste came from discarded sheets and materials that had accumulated after juries and assessments from the School of Design and the School of Architecture. These sheets, which contained drawings, sketches, and model plans, represent a significant portion of the paper waste generated within the university, particularly after student projects and evaluations. The collected paper waste will now undergo a detailed recycling process, and Greenobin will transform the discarded materials into usable paper products. In a closed-loop initiative, the recycled paper will eventually be returned to the university for reuse, symbolizing a full-circle effort towards reducing the environmental footprint of the institution.



Through this event, Sushant University demonstrated its ongoing commitment to sustainability, one of its core values. The **Paper Recycle Drive** highlights the importance of responsible waste management, encouraging students and faculty alike to adopt sustainable practices in both their academic and personal lives. By recycling paper and minimizing waste, the university is taking concrete steps to reduce its carbon footprint and contribute to the broader global efforts in combating climate change. Faculty and student representatives were present during the event to educate the community about the benefits of paper recycling and how such efforts contribute to environmental conservation. The initiative also emphasized the role students can play in shaping a more sustainable future by integrating eco-friendly practices in their work processes and projects. The collaboration with Greenobin is part of the School of Design's broader strategy to foster an eco-conscious mindset among its students. This Paper Recycle Drive, therefore, represents a small but meaningful step towards a greener, more sustainable future, in line with Sushant University's vision for responsible education and environmental stewardship.

ORIENTATION 2024

Welcoming the new batch of aspiring designers, their journey began with engaging interactions with industry experts, hands-on workshops, and insightful field visits.

Zine Workshop introduced students to the art of zine-making, a creative process that combines words and visuals to express unique perspectives. Working in groups, they selected themes and explored poems, magazine clippings, and newspaper cutouts to craft their own zines, showcasing their artistic vision.

An industry expert session focused on the significance of sustainability in fashion. Led by **Ribhav Kapur**, the session highlighted sustainable practices, with Ribhav Kapur sharing his work and engaging students in a group activity to brainstorm innovative ideas. This interactive exercise encouraged ideation and deepened their understanding of sustainable living. The session concluded with a lively Q&A, fostering meaningful discussions.



In **Through the Lens Workshop**, students were given the task of capturing the campus through their unique perspectives, encouraging creativity and observational skills. This exercise nurtured their ability to interpret surroundings artistically, fostering self-expression and a deeper connection to their environment.

On the final day, students visited the **Sanskriti Kendra Museum**, where they explored a diverse range of artworks and artistic mediums. The visit provided an opportunity to closely observe both traditional and contemporary art forms. Additionally, students engaged in live sketching, capturing their surroundings in a natural setting and further refining their artistic skills.

DENIM WORKSHOP



The School of Design at Sushant University organized a **Denim Upcycling Workshop**, providing students with a hands-on experience in sustainable design and creative repurposing. The workshop aimed to educate students about the environmental impact of textile waste while encouraging them to think innovatively about recycling old denim into new lifestyle products. Participants engaged in various techniques such as cutting, stitching, patchwork, embroidery, and surface treatments to transform discarded denim into functional and aesthetically appealing items.

The session emphasized the importance of sustainability in the fashion and design industry, urging students to adopt a resourceful approach towards material usage. By experimenting with different textures, layering methods, and embellishments, students not only enhanced their craftsmanship but also developed a keen eye for upcycling possibilities. The workshop fostered a sense of responsibility towards waste reduction, inspiring students to incorporate sustainability into their future design projects.

Additionally, the interactive nature of the workshop allowed students to collaborate, exchange ideas, and explore unconventional design methods. By the end of the session, they had created unique, repurposed denim pieces, reinforcing the concept that discarded materials can be given new life through thoughtful and innovative design practices.

EXPERT TALKS

The power to enlighten, inspire, and empower individuals is a transforming experience that can be achieved through the participation in expert talks. Students had the incredible opportunity to participate in a number of industry discussions with industry professionals during this semester such as “Portfolio Review by Mr. Nikita Tokarev”, “Professional Practice Understanding a BOQ by Mr. Bhibhuti Kumar from MyGenie a retail interior & fitout company”, “Workplace Revolution by Ms. Shruti Garg a lead design & strategy at OfficeBanao”, “Multidisciplinary Design Approach by Ms. Kriti Dudeja a founding designer at Interior Architect”, “Story Telling Journey of Furniture Design by Mr. Paras Sood from Business Development & Outreach at SPBM surfaces”, “Portfolio Review by Ms. Nain Lulla from Nain & Nick Design, Design Thinking by Mr. Reetesh Mohan” and “Graphic Design & its Role in Design Development by Mr. Ashu Saifi a senior graphic designer at Health Insurance”. Through participation in these expert talk sessions, students of the School of Design were able to bridge the gap between theory and practice, so enhancing their design abilities, broadening their knowledge, and preparing themselves for future employment in the design sector. The learning process is improved, and they are provided with information on the most recent trends in the market.



FIELD VISITS



Cafe Stone Mehrauli Archaeological Park, New Delhi

Interior Design students of semester 3 from School of Design, Sushant University visited Café Stone, Mehrauli, for a site analysis as part of their coursework. Guided by faculty, they examined materials, layout, furniture, and color schemes, gaining practical insights into design principles and the café's seamless integration with its historic surroundings.



Magpie Kitchens & Sunroof

Students from School of Design, Sushant University, visited Magpie Kitchens & Sunroofs, Sultanpur, New Delhi. Guided by founder Mr. Ishat Jain, they explored innovative materials and kitchen designs. The tour provided insights into evolving market trends, material specifications, and creative combinations. The session concluded with an interactive Q&A, enriching students' understanding of interior design advancements.



Museo Camera

Students from the School of Design, Sushant University, visited Museo Camera as part of their Visualization and Representation course. The guided tour explored the G Fest Art Exhibition, offering insights into diverse artistic expressions and visual storytelling. Students engaged with various artworks, analyzing techniques, composition, and conceptual narratives. The visit provided a deeper understanding of artistic visualization, enhancing their creative and analytical skills in design representation.

FIELD VISITS



National Museum, New Delhi

B.Des & M.Des Semester 1 students visited the National Museum, Delhi, to explore India's artistic heritage. They analyzed ancient sculptures, textiles, and paintings, gaining insights into craftsmanship, design principles, and cultural evolution. The guided tour fostered critical thinking, collaboration, and storytelling through design. This enriching experience enhanced their creativity, inspiring them to integrate historical influences into contemporary design practices.



Office Banao

Students visited Office Banao's state-of-the-art workspace. They explored its seven floors, gaining insights into layout planning, material selection, and user-centric design. Experts explained workflow optimization, functional zoning, and the impact of materials on aesthetics and durability. A highlight was interacting with the senior design team and visiting the Experience Center, offering hands-on exposure to ergonomic and sustainable office solutions.

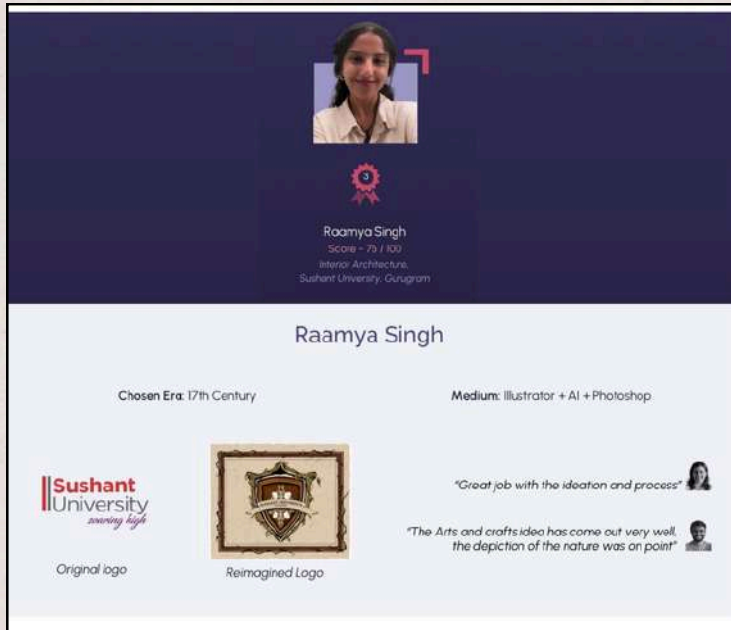


Parliament of India, New Delhi

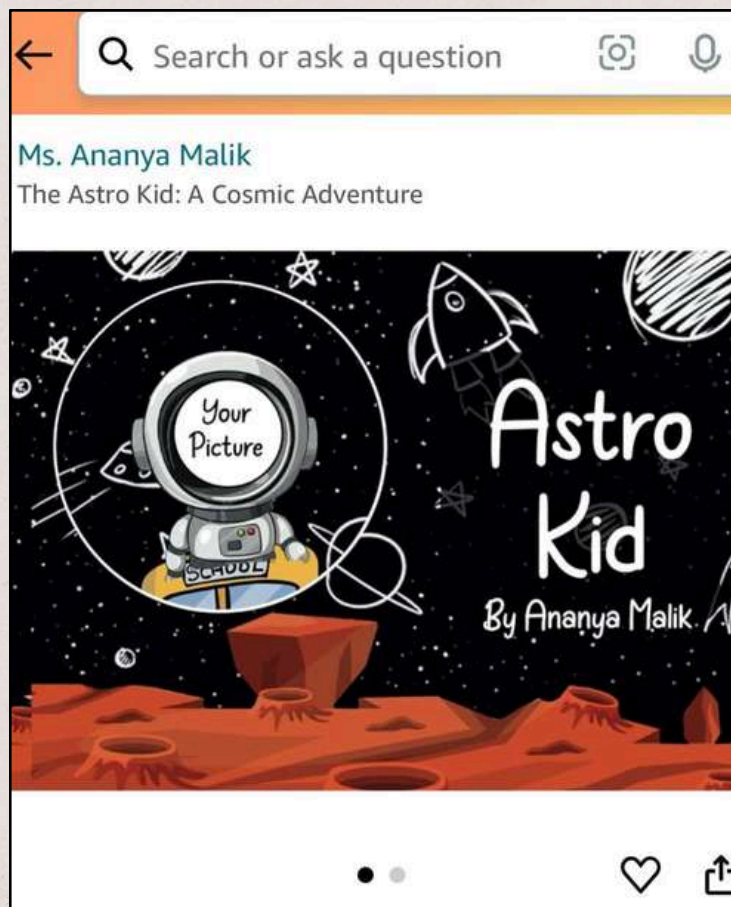
Students of M.Des ID Semester 3 visited the new Parliament Building in New Delhi, exploring its architecture, universal design, and sustainability features. The tour included both old and new buildings, a session on constitutional values, and insights into design elements like the Constitutional Hall, Shilp Deergha, and the Foucault pendulum.

STUDENT ACHIEVEMENTS

We happily congratulate our SOD students who made us very proud.



Raamya Singh, our talented **B.Des Interior Architecture** student, for achieving Third Place in the Logo Redesign Competition organized by Insyd! Her exceptional creativity and dedication were evident in her innovative design, reflecting both skill and artistic vision. Competing against talented participants, Raamya's hard work and unique approach stood out, earning her well-deserved recognition. This achievement is a testament to her passion for design and commitment to excellence. We are proud of her success and look forward to seeing her continue to shine in future endeavors.



Ananya Malik (Semester 7, Communication Design) has published her first picture book and its out for sale. *Astro Kid: A Cosmic Adventure* Embark on an extraordinary journey with "Astro Kid: A Cosmic Adventure," where an accidental trip to space turns into the adventure of a lifetime! Follow the young and curious Astro Kid as they stumble upon the Space Office and set off to explore the wonders of the universe. The illustrated story book with activities is perfect for little readers ages 4-11 who are interested in discovering the solar system.

Student Council Election

The highly anticipated student council elections took a new turn this year, as the traditional team-based format was replaced with individual contests for positions. Students displayed immense enthusiasm, campaigning relentlessly to earn the support and votes of their peers. The competition was intense, with passionate speeches resonating through the halls, vibrant posters covering notice boards, and dynamic debates sparking spirited discussions.

As the votes were cast and counted, the results remained unpredictable until the very end. Ultimately, **Team DOR** was reformed, with different students securing their positions through a majority vote, coming together once again to lead the council.



Freshers 2024

The freshers' event was a dazzling spectacle brimming with excitement and talent, where students showcased their skills and creativity. Among the highlights were the highly anticipated competition for Mr. and Ms. Fresher, which drew immense enthusiasm from the students. The competition was fierce, with participants exuding charm, confidence, and talent, making it a tough decision for the judges. Ultimately, the Design School emerged victorious, capturing the coveted title of Mr. Fresher.

The contestants mesmerized the audience with their style, charisma, and impressive performances, leaving an indelible mark on the event. The Design School's triumph not only highlighted their individual prowess but also showcased the school's collective creativity and flair, setting a high standard for future freshers' events. The atmosphere crackled with applause and excitement, as the university celebrated the beginning of a new academic year with a memorable and spirited event.





Diwali Celebration

The School of Design at Sushant University celebrated Diwali 2024 with great enthusiasm, bringing together students and faculty for a vibrant and festive event. The celebrations featured a rangoli competition, where students showcased their creativity by designing intricate and colorful patterns using natural powders, flowers, and other decorative elements. Adding to the festive spirit, a diya painting activity allowed participants to express their artistic skills by hand-painting and embellishing traditional oil lamps. A small cultural event was also organized, where students performed dance, music, and theatrical acts, reflecting the rich traditions associated with Diwali. The highlight of the evening was the serene and mesmerizing lantern lighting ceremony, symbolizing the victory of light over darkness and spreading positivity. The event not only provided a platform for students to engage in creative expression but also reinforced the values of unity, tradition, and celebration within the university community.



E-Sports Tournament

A dynamic e-gaming event was hosted at our design school, featuring competitive matches of BGMI and Valorant. With 28-30 students participating, the event underscored the rapid growth of the e-sports industry. The event was both engaging and interactive, offering participants a platform to showcase their gaming abilities while fostering a sense of camaraderie and sportsmanship. This successful event not only highlighted the rising popularity of e-sports but also provided an exciting and fun experience for all those involved.



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