

# DESIGN SCAPE

VOL VI

oct 21 - mar 22  
school of design

**farewell &  
freshers**

**ABHIKALP**

Models : Saadhvi Kumar,  
Aman Arora, Shreya Goel

Designer : Aman Arora

Set Design & Photography:  
Vaasvee Bansal

# dean's note

by Sasi Menon



Spring brings in a breath of fresh air into our lives, after the dreary and cold winter months that wear us out towards their end. As the name of the season suggests, we get that spring in our step, bringing in excitement and hope. Our students successfully presented Abhikalp 2021 along with a splendid Fashion Show (the first in almost 3 years) and earned accolades from all the guests, thereby getting charged for the conclusion of their semester. Students of SOD completed their ODD Semester of the academic year 2021-22 in January, just as the winter was at its peak. After the successful completion of their end semester examinations and taking a well-deserved winter break, we started the EVEN Semester in February.

As we move from winter to spring and further on to summer, we hope that the semester too unfolds in myriad ways. From workshops and hands-on experiences to community engagement and field visits, this transition in the seasons is going to make it very interesting for students as well as faculty. New engagements in pedagogy as well as infusion of new talent in the faculty pool have added vitality into the school. We hope that in the coming months, this vitality is seen in the output of the school and will pave the way for a better and more exciting academic year in the 2022-23 session. We will, of course, continue to keep our readers abreast of things at the school.

Wait for the next issue!!



# cover story

by Aman Arora

**baroque** antiquity

An Autumn-Winter collection.

The collection is certainly inspired from baroque antiquity which is known as baroque and rococo period. The collection has an essence and is determined to represent royalty, therefore the chosen silhouettes are decorative and playful but not much colourful, enhanced with lace necklines, large collars and virago sleeves, furthermore it has soft focussed fabrics with wisely chosen colours.





# abhikalp

by Nandini Bhandari

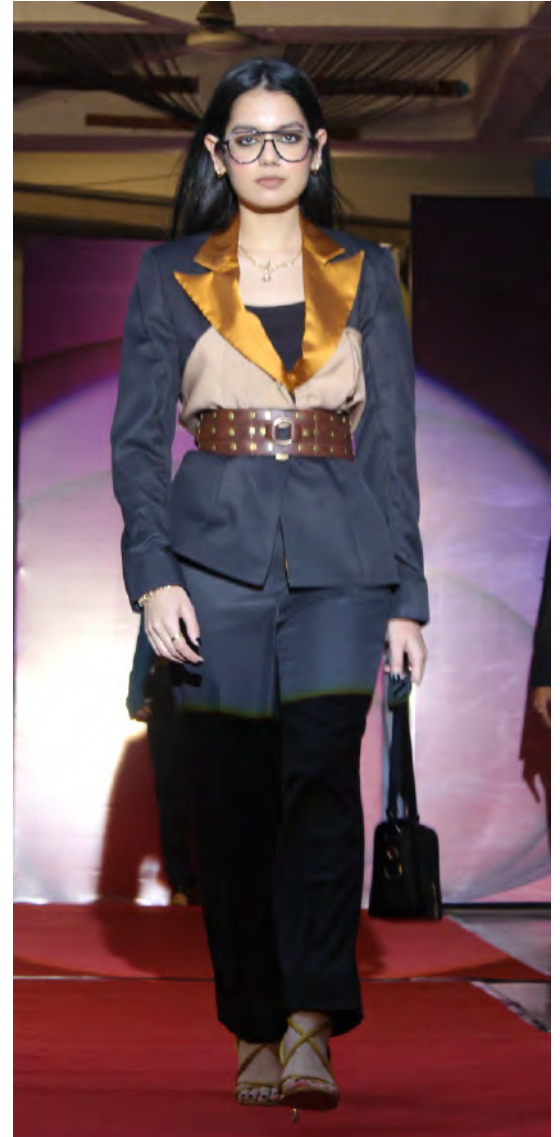
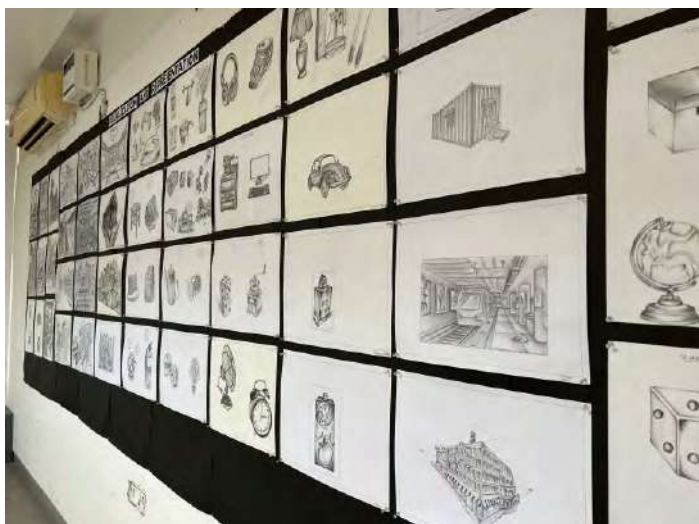
# 2021

exhibition organised by the students at SoD

SoD organised 'ABHIKALP 2021 from 20th to 23rd December 2021', an exhibition curated by the students of SOD along with a fashion show organised by them to showcase their work! The exhibition constituted of work done by students across various departments be it fashion, product, communication or interiors throughout the year under the expert guidance of the faculty members.

Abhikalp is designed as an experience where the visitor takes a walk through the world of design. A space was dedicated for the work of B.Des Foundation (First year) students who showcased amazing art works which reflected their creativity. Students from the newly introduced UX program also participated with full gusto to make the event a success

A Fireside Chat on "Setting up of design practice at the time of a Pandemic", was organised as a part of the event with Ar. Anup K Virdi, Founder of Expastudio. Architect Anup K Virdi has a Master's degree in Interior Architecture from School of Art and Architecture, Sushant University and has experience in the field of residential as well as commercial design. He is successfully running an Architecture and Design firm, which he set up during the pandemic. In his chat with Assistant Professor Nandini Bhandari, he threw light on the uncertainty that the pandemic has brought in the lives of practicing architects and designers and how should one cope with this situation.



School of Design held a live interactive session on Careers in UX Design with Mr Abhinav Paitandy, UX Designer with Paypal, one of the largest payment facilitation gateways in the world in conversation with Dean Professor Sasi Menon. Mr. Abhinav Paitandy is a product Design professional with a focus on User Experience, Product Design & Product Management in a wide variety of business applications. Particularly interested in user research, user experience, product design, product management. Always interested in multi-platform products, capable of creating an impact on our everyday lives.

The session proved to be very useful for all those who are interested in pursuing UX Design as a career. School of Design offers both Bachelor of Design as well as Master of Design in UX Design., in collaboration with ImaginXP, a leading ed-tech company in this field.

The conversation aimed at the following aspects of UX Design: User Experience, User Research, UX Writing, Prototyping, Wireframe, Interaction Design, Service Design, Usability Testing, Remote User Testing, Task creation, Task flow design, Task flow analysis, Card sorting, Information Architecture, Product Innovation, Ideation, Design Thinking, Website Design, Website Development, HTML, HTML5, JQuery, Mootools, Usability, UI, User Interface, UX, CSS, CSS3, WYSIWYG layout tools, Mobile Application Design, Mobile Web Design, JQuery Mobile, Responsive Design, PhoneGap, Adobe Photoshop, Adobe Dreamweaver, Adobe Creative Cloud, Adobe XD, Balsamiq, Zeplin, Marvel, Project Management. All in all it was a fruitful dialogue to learn about the future of technology in Design.

# careers in UX design

*by Nandini Bhandari*





# student competitions

by Nandini Bhandari



## When SoD met GALA

A chance for the students to unravel the stylist in them and showcase it on SoD's platform.

### Brief :

Oversized clothing has come a long way from lazy bed attire and we can't seem to stop visualising it this season. Baggy clothes are fashionable but mostly street-style. But here's the challenge - Can you style them for the gala?

Rummaging through their dad's wardrobe or picking up any oversized fit of theirs, all the students had to do was to give life to it for a red carpet look. Going all out, exploring the outfit and all the different ways they could mould a casual outfit into a Met Gala look.



## Window Display Competition

As part of our Design Week, we announced a Window Display competition.

### Brief :

Each team was assigned one window and they were supposed to decorate it, the theme for the competition is CHRISTMAS.

The event ended on a high note with an outstanding Fashion show set up by the students of the Fashion and Textile Department along with an award ceremony for the students who performed well in their academics. The prizes were distributed by the Honourable Vice Chancellor, who graced the event with his presence with the Honourable Registrar and Deans from various schools.

Abhikalp ended the year on a very bright note, leaving the SoD team proud of their year long hard work specially amidst a pandemic. Everyone left the event with their creative spirits high !

# student industrial visits

## alex davis studio

by Suhani Gupta

Alex Davis's Indi Store is truly a treasure house for aspiring designers. Being an impending Product Designer, the visit to the Indi store was an enriching experience for me. We had a glimpse at the works of the great artist and designer, Alex Davis and grasped an insightful knowledge about how industrial high-grade stainless steel can be converted into pieces of sculptures. The interactive session with him revealed how his concepts are inspired by nature, crafts, and aesthetic traditions of the Indian Subcontinent. His work takes the ordinary and presents it back to the audience through his masterful use of scale, proportions, and materials, exaggerating them into large-scale works as seen in his collections. Two such piece that we saw was of a marigold and Lily pond. An installation of a huge marigold flower was curated by folding a single huge sheet of metal. The Lily Pond Installation was very finely designed with a naturalistic form. Another feature in his works that left me awestruck were the beautifully created patterns of wooden grains on the furniture pieces. The visit was very informative and left a lingering impression on my mind, which has motivated me to explore the properties of metal and the wonders it can do. It has also led me to look at the beauty of nature and derive inspiration from the elements it has.

## residence site

by Anjali Malhotra

The ultimate purpose of the site visit was to show us practically the use of different materials and get to feel the touch of them. It helped us to draw difference between the materials. With everything being taught online, the knowledge was getting too much to remember but the visit helped us to see, learn & remember. It was a much needed visit to form the foundation on materiality and its techniques.

## heritage transport museum

by Bhavya Ohri

The Heritage Transportation Museum where they explored India's eventful history which has bequeathed us numerous masterpieces. The heritage transport museum is one of the most innovative museums. It divided into various segments that feels like several mini museums in one. You will also get a headset with a radio which you can use to listen throughout your visit to the museum. The tour starts with the invention of the wheel and as we journey through the museum we explore everything from heavily mechanised transportation, railways to the aviation sector. It was a sensory enriching experience that's transported us into a different world during the visit.

## alsorg

by Jay Sharma

An Industrial visit was scheduled on 26/10/2021 by Sushant School of design for the B.DES Students of Semester 5. The students visited Alsorg Industrial Factory, One of the leading brands of furniture and Modular kitchen designers. When we first arrived at the factory, we were welcomed by the helpful staff and officials of the factory. They gave us an insight about their design ideology and how do they come up with an idea to make their products through a presentation. Which was very helpful for us fellow designing students as it also gave us an opportunity to look things from a different perspective. After the presentation was completed, They started giving us the tour of the factory in which their products are made. They explained us about how do they acquire the raw materials for the products and try to do it in an eco-friendly manner. It was very informative for us, students because we had less information about the market rates and demands of the raw materials. They also showed the different process and stages they go through in order to make products which defines quality or quantity. They had different types of machines which performed very different and unique tasks to meet their requirements. They answered every question we had related to the process they were following and also cleared many doubts related to the raw materials. They also take care of their workers and ask their inputs on the designs that they have created as it created more room for creating an innovative design. The goal of the Alsorg is to create innovative design which are also helpful for their customers at the same time. Since "Innovation" plays a huge part in Alsorg's designs and factory working method, It is one of the main reasons behind why Alsorg is one of the leading brands of furniture and Modular Kitchen designers. As students the visit gave us a lot of lessons and Information about the innovative designs and customer needs which we will be able to apply in our and future design projects.



# FOAID

*by Mallika Misra*

It felt like a dream to be able to attend and experience FOAID. It was a once-in-a-lifetime opportunity to be in the same room as great, trailblazing architects and designers, listening to and learning from them. Not only did I gain insight into the community, but I also learned about the business side of things. The event promotes creativity, and the architects and designers on the panel displayed their remarkable work. I had the opportunity to hear one of my favourite architects and interior designers, Aamir Sharma of the husband and wife team Aamir and Hameeda, often known as AANDH, discuss architecture and design. For me, it was a genuine fan girl moment, embarrassing to mention but sincere. Listening to him explain about their work and how they strive to use discarded materials that are readily available was eye-opening. Vinu Daniel from WALLMAKERS was also a speaker, and his art is something I've always loved. Another multidisciplinary designer, Sourabh Gupta, spoke about how multiple design disciplines can come together to produce beautiful things, which was really fresh to me and something I never knew was possible. Among all of these excellent presentations, the discussion on Le Corbusier's 5 principles was my particular favourite. This was the first live event I attended following the pandemic, which was the icing on the cake.





# events at SoD

## **Skill +**

*by Soumya Kalhan*

Zeal, the baking club of Sushant school of Design, held its first online, bake together. The event was live streamed on You Tube. The recipe of the bake together was "Fluffy Vanilla Cupcakes". We had an enthusiastic audience which thoroughly followed every step. After the bake along the participants shared their final outcomes, which we later shared on our Instagram Page. It was a highly engaging event.

## **Date with a Designer**

*by Mareena Thomas*

Solving the Interior Design puzzle Rohan Dawar of The Silversea in conversation with Nandini Bhandari Rohan Dawar graduated from the University of Arts London with a Bachelor's Degree in Interior Design and moved to New Delhi shortly after to pursue a career in Residential & Retail design. His aesthetic developed across the cities he has worked and lived in, pulling together the glamour of Interior design. He has taken part in small and large renovations, hotel lobby redesigns, food retail outlets and everything in between. These diverse experiences have allowed Rohan to hone his craft and create beautiful, one of a kind spaces for his clients.

## **Skill+**

*by Nandaneer Sareen*

At Skill Up, our aim is to acquire new skills and share our expertise with everyone in the club. About the workshop Workshop was conducted by Nandaneer Sareen, 3rd year student at Sushant University, School of design. The workshop was attended by 12 students from the School of Design. All of them learnt the basics of illustrator and created some patterns using the pathfinder tool and some other tools as well.



## **FireSide Chat**

*by Taral Shah*

Taral Shah of SoD with Paul Nabyendu on "Analysing the role of an industrial designer". Our guest speaker: Paul Nabyendu has a Master's degree in Product Design from MIT Pune and has worked extensively in the field of consumer electronics. He is currently a chief designer at Samsung and has 7 years of experience in capital goods, consumer electronics, appliance, smartphone design.

## **FireSide Chat**

*by Anjali Marwah*

Anjali Marwah of SoD with Vaidehi Oza on "Role of Designers in the Commercial Exhibition Industry". Our guest speaker: Vaidehi Oza has a Master's degree in Retail and Exhibition Design from MIT Pune and has worked extensively in the field of exhibition design. She is currently running an independent spatial design studio in Ahmedabad and working on different types of projects like Residential, Corporate, Commercial, Retail, exhibitions, etc.



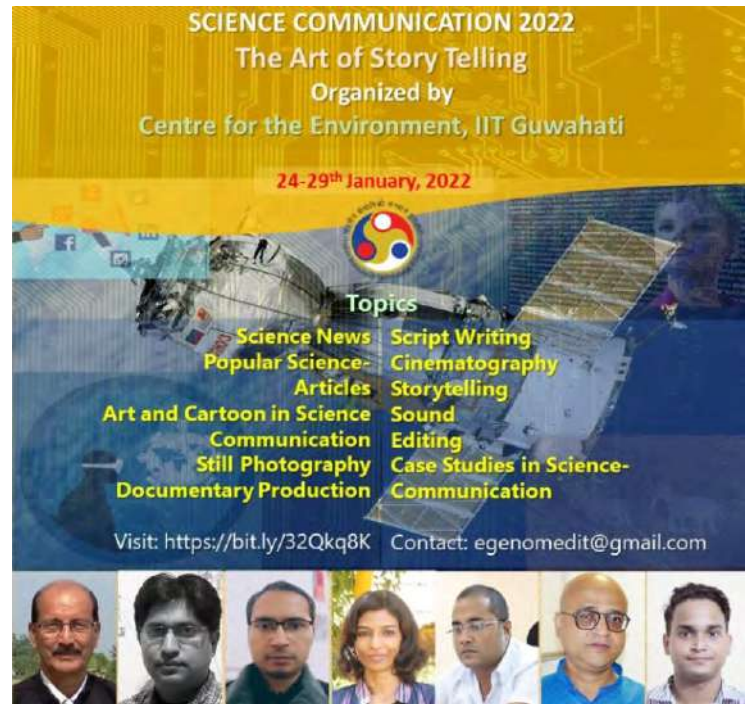
# faculty achievements

by Dr. Sachin Datt

## Workshop on Science Communication

### The Art of Storytelling

Dr Sachin Datt conducted a Workshop on Science Communication: The Art of Storytelling organized by IIT Guwahati between 24th to 29th January 2022. The purpose of scientific research is to provide solutions to the world's diverse problems and it is important to keep the public informed about the progress made in the field. Empowering the public with knowledge to make informed decisions about utilizing scientific and technological advancements would help in securing a sustainable planet for our future generations. The objective of this workshop was to expose the participants to various facets of science communications. Communicators must make discoveries in nature and inventions in laboratories engaging, relevant and easily comprehensible. The workshop intended to skill them in creating emotional connections between scientists and their research on the one hand and people and their problems on the other hand.



## Career Development Skills Workshop

School of Art and Architecture invited two of our faculty members Dr. Sachin Datt & Nain Lulla to conduct a workshop on Career Development Skills to cultivate future readiness for the industry in students.

The focus of the workshop was to develop the students' portfolio and personality. The session was specially organized for the 4th year B.Arch Students. The workshop helped students to get familiarized with the graphical tools to add an extra layer of uniqueness to their Architectural portfolio.

**Sushant**  
University  
Erstwhile Ansal University Gurugram

School of Art & Architecture

### Personality and Portfolio Development Workshop

This workshop will help you understand the graphical forms that express a particular professional personality type which can add an extra layer of uniqueness to your portfolio.



**Dr. Sachin Datt**  
Programme Co-ordinator  
Asst. Professor  
School of Design



**Nain Lulla**  
Teaching Assistant  
School of Design

Time: 10:00 AM - 1:00 PM

**9th March 2022**

#### Subject Faculties, SAA



**Tanaya Verma**  
Professor



**Robbin Dwivedi**  
Associate Professor



**Mohd. Anees**  
Assistant Professor



**Tanya Agarwal**  
Assistant Professor



**Teenu J. Thakral**  
Assistant Professor



**Deeksha Goswami**  
Assistant Professor





# workshops

by Mallika Singh & Nain Lulla

## WIRE INLAY WORKSHOP & ALCOHOL INK WORKSHOP

A wire inlay/ tarkashi workshop was arranged on 22nd and 23rd November, 2021. Two skilled gentlemen from Jaipur conducted this workshop for the students of the Foundation batch at the School of Design. The workshop was extremely interesting and different for most of the students as we've never really worked with such materials or tried out such techniques. It was a great learning experience in terms of skills, patience and attention to detail. The passion and commitment in the tarkashi workers was truly inspiring. We started off with observing them and later got our own materials to work with. We achieved our individual wire inlay work by chiseling the wood using a hammer and chisel, hammering the wire into the groove, sealing it with fevicol, smoothening the surface with sand paper and lastly, polishing it with wood paste. Each of us took back home not just work we were proud of but also a new skill set and mind set!

On the 17th of December, an alcohol ink workshop was held for School of Design. It was held for the students as part of their colour fundamental course to help them understand how to use and mix colours through the medium of art. Blowing techniques and the use of hair dryers are used to create this art. At the conclusion of the workshop, numerous interesting artworks were created.



# educational trip

## jaipur

by Drishti Garg

“Journey that taught us to express our inner selves”

### DAY-1 (09-10-2021)

Our journey started in the morning from Sushant University and we reached SHILPI HANDICRAFTS by 4:15 pm. It is established in a Haveli which gives an authentic Rajasthan aesthetics for workspace. We went through their product-making space, their store and then reached their workspace for a sampling of orders where we did our workshop on block printing. There was a variety of blocks from motif blocks to border blocks. The scenario was so mesmerizing that I wanted to use every block and also it was very difficult for me to choose particular blocks for block printing. But eventually, I found the appropriate one. The artisans were very helpful, they guided every child where ever he/she trembles. Mr. Trilok Udaiwal is the person who guided us and taught us about block printing there. He even gave a brief about what the layering of fabrics where color is applied is called, how we should hold the block, the amount of pressure when applying color from a color tray, the difference between wooden block and brass block, why we don't use material other than wood or brass for making a block. Our teachers Ms. Himani G Choudhary and Ms. Tajinder Kaur also guided us while we were working, they stood by us, the whole time. Finally, through guidance and patience, we all were able to make a beautiful block

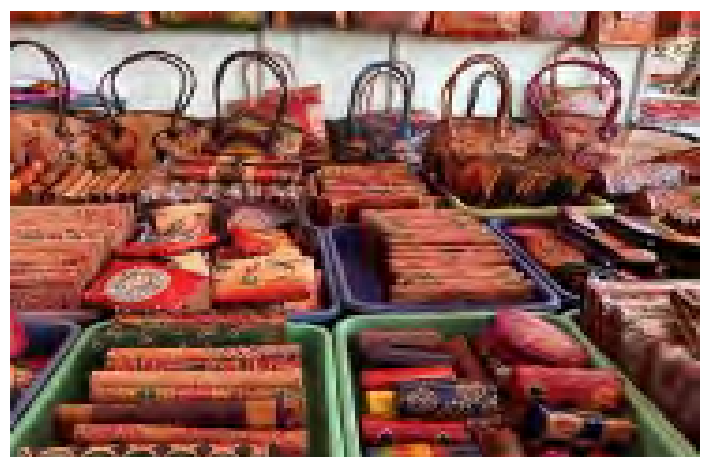
printed fabric. Then after the workshop, we visited their in-house store of sarees, fabrics, suits, and stalls. They were so beautiful; each piece was beautifully printed and their work itself was speaking the hard work and patience they gave in each fabric. In a nutshell, the whole process of working with blocks and understanding the method was so overwhelming that I wanted to print more of such prints with different blocks and colors. I loved the method, the process of this craftwork. It was truly a great experience to witness and perform the block printing in an actual hub of block printing.



### DAY-2 (10-10-2021)

The second day, we went to Jauhari bazaar, one of the oldest market areas in Jaipur to explore Rajasthani items. It is a shopper's paradise in the heart of the historic monument Hawa Mahal. Hawa Mahal is the true example of a symmetrical balance of design. The aesthetics of this bazaar gives a true old Rajasthan vibe. The artifacts, the jewelry, lehengas, mojaris, leather items all were very attractive.

It was a great experience to go shop to shop and explore the variety of products of Indian handicrafts. This not only built knowledge about products but also the confidence one should have to buy something. I was so mesmerized by the block printing workshop that I even bought old border blocks and a motif block to continue my hand on this craft. We were so fascinated there that we didn't even realize the time.







### DAY-3 (11-10-2021)

The day when we have to head back to Gurugram. We went to IICD, to explore crafts such as weaving, ceramics, woodwork, pottery, and block printing. One of their faculty was with us who guided us through their college giving brief about every craft they teach there. This visit helped us in gaining knowledge about that how it is done, what is the way of doing it, how time consuming the process is. On the whole, every craft work requires hard work, patience, and perseverance.

Then we went to an exhibition in Jawahar Kala Kendra. There were a variety of products one could keep its hand on. Not only the major craft work of Rajasthan was there but also from other places too such as pashmina shawls and stalls. This opportunity was a great experience to cherish in terms of learning, understanding, and fun, every moment of our journey ought to be memorable and enjoyable. I am so blessed to be a part of this journey. I'll always remember this tour.





# creative cluster

The two days of events that were held, included experts talks, interactive sessions, workshops and competitions, guided campus tours, career counselling sessions and so forth. The three creative schools namely: School of Art and Architecture (SAA); School of Design (SoD) and School of Planning and Development (SPD) collaborated to co-host the major event in a post-Covid scenario.

There were expert lectures by: Hon'ble Vice Chancellor, Sushant University; Prof (Dr) PSN Rao, Director (School of Planning and Architecture, New Delhi); Mr Arunkumar HG, Multidisciplinary Artist; and Mr Vibhor Sogani, Industrial Designer and Artist.

## Exhibitions

- 1 - Future of Making Things
- 2 - Entering the World of 3D Printing
- 3 - Planning for Liveable Cities
- 4 - Architecture for a Creative World

## Workshops

- 1 - 3D Printing
- 2 - Fundamental of GIS
- 3 - 3D Modeling with Sketchup





# eLections.

student council

by Anjali Malhotra

Resuming back to offline classes was quite exciting in itself and council elections at the very beginning of the semester added a lot of zest to it. As a team who competed and won by a single vote, we realised how every single student had its own part to play in making everything successful. It was a week full of competition, campaigns and manifesto which by the end not only gave us the responsibilities but also left us with lots of new bonds and memories which will always be remembered and cherished

Student council members  
Anjali Malhotra - President  
Pragya Dalmia - Vice President  
Hridya Taneja - Cultural Head  
Vinayak Khanna - Sports Head  
Angela Garg - Treasurer



# Farewell & Freshers

by Hridya Taneja & Pragya Dalmia

## Farewell

Every new beginning comes from some other beginning's end." – Semisonic As much as it saddens to realise the fact of not going to spot our seniors roaming around the campus, running after teachers to submit their assignments, giving some last year GYAAN, we really wanted to give them a farewell that they reminisce for life. What better could it have been than PROM?! With some Dazzling Divas & Dapper Dudes- the design building looked GLAMOROUS!! Not only does the fun end here, but there were some really amusing titles given to the people followed by some wonderful dance performances & this magnificent day definitely ended with quite interesting revelations made by the seniors through a 'Make Some Confession Exercise'. Well to wind it up in a word - MEMORABLE!



## Freshers

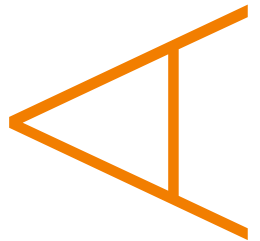
One of the main purposes of conducting Fresher's Party was to welcome new students in the college's friendly atmosphere and to encourage their creative impulses to boost their confidence and pursue their passion. It was the day where seniors and juniors finally bond and unite to celebrate being part of the college. After a lot of discussions, we finalized "Dress Up as your favorite character" as the theme. It was really exciting for us to look at people coming in, showing off their costumes, pretending to be their favorite character. To make this event more memorable everyone including the freshers gave spectacular performances and showcased their talent. Freshers2021 was also crucial for the second-year students as second year students could not interact with their seniors previously due to the pandemic and online classes. We as the council members of the second year were part of the organizing committee and in one way we were doing it for ourselves because this fresher was partly for second-year students as well. We managed to make it a success even though this was our first event.





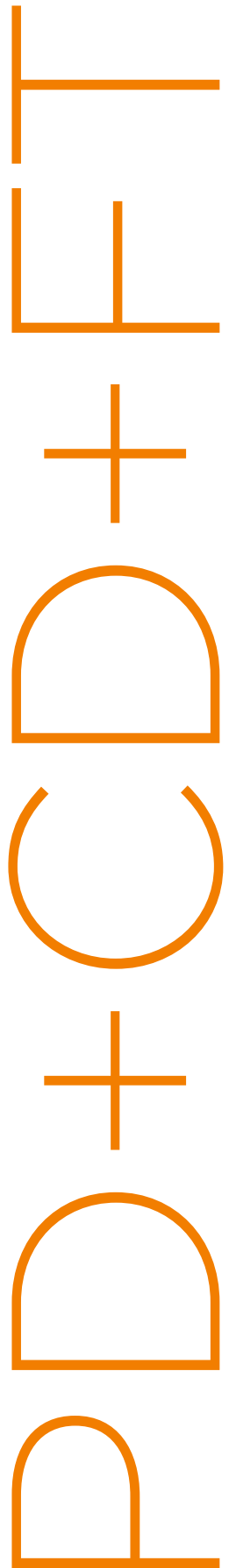
# internships

Interior Design	<b>Gulh Malhotra</b>	Habitat Architects
Interior Design	<b>Dakshita Dudeja</b>	Architecture koncept
Interior Design	<b>Srishti Gupta</b>	Space Matrix
Interior Design	<b>Ishmeet Kaur</b>	SM Architects
Interior Design	<b>Diksha Sharma</b>	Essentia Environments
Interior Design	<b>Sanya Kalra</b>	Essentia Environments
Interior Design	<b>Muskan Singla</b>	Essentia Environments
Interior Design	<b>Avni Singh</b>	Directions
Interior Design	<b>Avani Khanna</b>	Essentia Environments
Interior Design	<b>Bhawna Sharma</b>	Space Matrix
Interior Architecture	<b>Aayushi Singh</b>	WOW Spaces PVT LTD
Interior Architecture	<b>Akshay Gupta</b>	The Archtree
Interior Architecture	<b>Aman Singh</b>	Devika Diwan Designs
Interior Architecture	<b>Bhavya Kamboj</b>	Essentia Environments
Interior Architecture	<b>Deepanshi Khare</b>	Chalk Studio
Interior Architecture	<b>Himani Leekha</b>	LALITTYA
Interior Architecture	<b>Kirti Agarwal</b>	Sagun Architects
Interior Architecture	<b>Lishika Verma</b>	Mass void Architects
Interior Architecture	<b>Manika Nanda</b>	Essentia Environments
Interior Architecture	<b>Nikita Sahni</b>	Essentia Environments
Interior Architecture	<b>Pujit Kapoor</b>	Essentia Environments
Interior Architecture	<b>Sakshi Singla</b>	Kama design Studio
Interior Architecture	<b>Shubhangi prabhakar</b>	studio IAAD



# internships

Communication Design	<b>Akshat Deva</b>	PayU(Lazypay)
Communication Design	<b>Bhavika Mittal</b>	Engineer's Cradle
Communication Design	<b>Jyotin Swarup</b>	happily unmarried
Communication Design	<b>Khushi Kumar</b>	NH1 Design
Communication Design	<b>Mannat Abrol</b>	Travel Fantasies
Communication Design	<b>Mehak Nagpal</b>	Dabur India Ltd
Communication Design	<b>Muskan Jhavar</b>	CMF (Creative marketing fix)
Communication Design	<b>Pal Upadhyaya</b>	Reliance Brands Limited(Luxury)
Communication Design	<b>Rachita Soni</b>	Heads Up For Tails
Communication Design	<b>Rahat Swarup</b>	happily unmarried
Communication Design	<b>Vani Khanna</b>	Essentia environments
Communication Design	<b>Manik</b>	Archtree Design Studio
Product Design	<b>Akshay Bhatnagar</b>	Park+
Product Design	<b>Aniket Sardar</b>	Perfection Geeks & Technologies
Product Design	<b>Harsh Vardhan</b>	Marks Dzyn
Product Design	<b>Kashika Kharbanda</b>	Lopez Design
Product Design	<b>Palak Khurana</b>	Fretron
Product Design	<b>Pallavi Pandey</b>	Lumax
Product Design	<b>Smiti Wadhawan</b>	Triburg
Product Design	<b>Tanmay Chadha</b>	Mhawk
Product Design	<b>Vismit Sinha</b>	GoMechanic
Fashion & Textiles	<b>Divya Khanna</b>	Akaaro
Fashion & Textiles	<b>Kanishka Singh</b>	Fab India







# faculty at SoD



Compiled by Nain Lulla & Nandini Bhandari  
Designed by Nain Lulla

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