

Amity University Gurgaon, Haryana

Event Report

Art & Design Mission-2016

Amity Skills Institute & Faculty of Arts

(In association with British Council)

Feb 17, 2016

Inaugural Session

The inaugural session was held at A Block Auditorium at 11:00am on Feb 17, 2016

The inaugural session was presided by Hon'ble Vice Chancellor Prof. (Dr.) P.B Sharma, Pro-Vice Chancellor Prof. (Dr.) Padmakali Banerjee, Deputy Vice-Chancellor Maj-Gen B S Suhag, Prof. Ms. Jyoti Nagpal, Amity School of Fine Arts, Amity University, Noida, Prof. (Dr.)

Archana Shukla, Director, Amity Institute of Behaviour and Allied Science and Dean Faculty of Arts, Amity University Haryana.

The delegation from The British Council included:

- Dr. Martyn Woodward, Cardiff Metropolitan University
- Ian Farren, Plymouth College of Arts
- Megan Knight, University of Hertfordshire
- Caroline Gilby, Ravensbourne
- Delia Crowe, University of Southampton
- Mr. Mayank Manohar (Coordinator)

The event started with a video presentation which showcased the positives and perks of joining the Amity University. In a brief time it presented how the life of an Amitian is unique from the rest. Following it was another video developed by the students of animation department of Amity University, Haryana. The theme of the video was to make the viewers “Try to Imagine” and dream big.

Describing the skill as knowledge and a will to perform, Ms. Reena Nigam, Program Coordinator, Amity Skills Institute, shared the report of ongoing activities at the Amity Skills Institute & Faculty of Arts.

Thereafter, the event marked its beginning with the beautiful ceremony of lighting the lamp. It was pleasing to see all the guests lighting the lamp one after other adding the colours and light to the whole assembly.



Keynote Address by Hon’ble Vice Chancellor Prof. (Dr.) P.B. Sharma

The distinguished delegates and the guests were welcomed by our Hon'ble Vice Chancellor Prof. (Dr.) P.B Sharma. In his keynote address he described India as the mother of art and design. He expressed art as the great strength of Almighty and artists as the friends of God. In his valuable address he stated that the art and design, innovation and creativity are reflected in each and every walks of life of an Indian. He also extended warm wishes to the members of the British Council on behalf of our Founder President Dr. Ashok K Chauhan, Chancellor Sh. Aseem Chauhan, and Chairperson ASFDT, ASPA and ASFA Ms. Divya Chauhan.



Keynote Address by Hon'ble Pro-Vice Chancellor Prof. (Dr.) Padmakali Banerjee

Our Hon'ble Pro- Vice Chancellor Prof. (Dr.) Padmakali Banerjee, described art as a form of mindful meditation, stating India as a multicultural nation wherein the diversity in art and design can be found in the length and depth of the country. With the advancement of technology, this diversity opens the avenues to the global market in the field of arts and design.

Briefing the audience about the student exchange programmes being offered by the Amity University, she highlighted the possibilities of collaborating with the more international universities particularly in the area of art & design.

She also expressed the heartiest desire of coming up with the centre of excellence in the domain of art & design at Amity University, Haryana.



Felicitation

In order to felicitate and acknowledge their presence the dignitaries from the British Council were presented with the souvenirs as a token of love and regard.

Vote of Thanks

Prof. Dr. Archana Shukla Director AIBAS, Dean Faculty of Arts, on behalf of Amity University Haryana extended heartfelt thanks to the delegation from The British Council and other

dignitaries who graced the occasion. She also extended her warm thanks to the Organizing team, faculty members, students and the members of the supporting staff.



Presentations by the Visitors

A Block Auditorium at 11:30am on Feb 17, 2016.

Presentation I

WE ARE MAKING A SCHOOL

British Council Service for International Education Marketing, Art and Design Mission

Speaker: Ian Farren, Associate Director at Plymouth College of Art

Ian Farren started his presentation by talking about the city. He introduced the school which is situated in the southwest of England, 14th largest city in the state. The school has 1275 students studying in it and it offers many pre-degree courses. He showed the pictures of the exhibition which happens once in 3-4 years and then he showed the inside infrastructure of the glass factory and he mentioned that they get projects from all over the world. They work on contemporary things and in the meeting, 114 delegates come from the world to discuss art in contemporary arena. The school they have created is in the mainstream, city center and they have 14-16 schools offering course from fourth standard to master program. The purpose of opening the school is for professional and cultural transformation and they have developed it in such a way that there are no classrooms and corridors but only studio and kitchen which is used for creative designing. They teach math, science and language in different ways and it is a challenge to the young mind to find their roots and most of the students living there have never seen the sea, though they live 600 yards away from it. Only selected students were made to learn language like French, German, and Spanish by taking them to market area and buying vegetable and they used the local language to buy vegetables and made meals through creative design thinking and the children then taught their parents how to cook. Lastly he shared that the children there were making dishes out of the vegetables but when they were asked what they were making, they said they are creating a school and this school was opened 4 months back.

Presentation II

ONTOLOGICAL DESIGN

Speaker: Dr. Martyn Woodward, Cardiff Metropolitan University

Martyn Woodward started the presentation by showing some images to create the right impact. He talked about sustainability in which he spoke about socio political system, economical stability, ecological change, geological change and health and wellbeing and the life world of others. Later he showed the image of brick, fan, snake, rope which can be transformed into an elephant and said that this is how the designs can be created. The image he showed next talked about all designs attend certain features of reality. He spoke about Ontological Design in which he talked about definitions given by Tony Fry, Anne-Marie Willis i.e. design is something more inescapable and profound than is generally recognized by designers- it designs the world, and it

designs existence and also designs certain features out of existence. Then he spoke about the image of Amsterdam international airport toilet which showcased the image of male, female and disabled person outside it and said there are various ways through which we can depict these images and it differs across the world. Then he spoke about Rudolf Modley, (1938) Pictograph today and tomorrow. Later he spoke that we distinguish the male figure as male because he is contrasted against the figure of female, whose gender is marked by a stylized reference to a garment sometimes worn by western women. In the D.O.T system, male figure refers to 'people' in general except where he is contrasted with female figure. Thus it does not mean drinking fountain for men : nor does means elevator for men and only place of female figure in the D.O.T system besides on lavatory doors is in , the sign for ticket sales. Here where one person is offering a service to another, the designers deemed it appropriate to show female figure assisting the male figure. Then he spoke about the global life expectancy in which people lived for 65 years in the year 1990 to 1995 and would be living for 83 years in the year 2095-2100. Lastly he spoke about make visible and tangible the invisible (communication design) and said it takes time for mind to foster.

Presentation III

MAKE IN INDIA

Speaker: Megan Knight, Associate Dean (Recruitment, Partnerships and International) At University of Hertfordshire School of Creative Arts

Megan knight talked about future of creative industries, manufacturing, and transport and travel industry and also talked about make in India is important and India is experiencing itself. Then she talked about the economic development in which she covered resource production, full local control of manufacture and design and demand for local goods increased globally. Indian areas of future growth of fashion in which she talked about India has long been known as a centre of the textile industry, demand for Indian-manufactured apparel grew from US\$21 billion in 2007 to US\$33 billion in 2013, designers such as Ritu Kumar and Bibhu Mohapatra are well known globally and she said that long back china took silk from India and started trading it. Then she spoke about the areas of future growth in the animation and games design, where she talked that

the animation industry is worth more than RS 40 billion, the video game industry is projected to reach RS 300 million by the end of the decade and need for both traditional drawing and computerized skills serving a global market then she talked about the areas of future growth of product and industrial design in which she spoke that with the rise of local manufacturing comes demand for local design, product and industrial designers need to know both the local context and environment as well as the needs of the global consumers for the growth in this area and internationally trained and experienced designers will demand high salaries. The global demand will make the creative industries worth more than € 70 billion to the UK economy and it is the fastest – growing economic sector. In the USA, they contribute US \$ 700 billion to the economy and in the UK alone there are 1.8 billion jobs in the creative industries, by 2030 there will be 3 million jobs and these industries feed a global market, globally aware artists and designers will be needed. Lastly she talked about need for creative career in which she spoke that careers in the creative industries require diverse skills, business understanding, self- promotion and confidence.



Conference Hall

Parallel sessions were held in the Conference Hall A-Block, at 11:30-01:00 on Feb 17,2016.

Presentation I

IS FASHION BROKEN? SUSTAINABILITY & FASHION DESIGN

Speaker: Delia Crowe, University of Southampton

She talked about the challenges faced by the fashion industry over the years. Highlighting the trends in the growth of fashion industry from slow to fast. In her presentation she expressed the need of sustainability and recycling. She emphasized on Redesign Challenge by making best out of waste. She concluded by emphasizing on the vital role of designers in shaping the future, with innovation, create less need and care more mentality.

Presentation II

HOW TO KEEP AHEAD IN FASHION IN AN INCREASINGLY COMPETITIVE MARKET

Speaker: Caroline Gilby, Ravensbourne

She introduced the courses at the institute where exploration of new digital technologies, smart material and health science lies at the heart of their courses. In her presentation she made the students aware of LECTRA and growing trends in the online fashion sales. Her impetus was on the branding of the fashion products. For guidance, she introduced the students to the importance of portfolio, which mostly helps the students to get placed. Their employment rate increased to 92% within 6 months of passing out with the degree course.

The technical session in the conference Hall was attended by the students and faculty members of Amity school of Design and Amity school of Fashion Technology, Amity University Haryana. The students marked their active participation in the question and answer session followed by the presentations.

Visit to Art Gallery

The highpoint of the mission was a visit to Amity's Art Gallery for the guests. Guests from U.K looked visibly impressed with the work of students and faculty which was displayed there. Student very enthusiastically showed their work and also explained the thought process. Visitors shared some useful tips with the students. Experts had glorious things to say about the students' artwork and behaviour.



Faculty Interaction Session

Faculty Interaction Session held at VIP lounge A-Block at 2:00pm to 03:00pm on Feb 17, 2016

The faculty interaction session with the British Council was presided over by Pro- Vice Chancellor Prof. (Dr.) Padmakali Banerjee.

The faculty interaction session also included Prof.(Dr.) Jyoti Nagpal, Prof. (Dr.) Archana Shukla Prof. (Dr.) Isha Jayanti, senior professors and faculty members from various schools, colleges and institutes of Amity University, Haryana.

The delegates shared the following aspects during the interactive session.

Dr. Mrtyn Woodward- Cardiff School of Art & Design, Cardiff Metropolitan University: Emphasized upon the importance of interdisciplinary teaching and research. He expressed his interest in understanding how human experience shapes the material world or vice-versa.

Ian Farren- Plymouth College of Arts: Extended his interest in collaborating with the Amity and having the innovative and conceptual glass and ceramic factory in the campus. The main tool being “USP- Unique Selling Point”.

Megan Knight - Associate Dean, School of Creative Arts University of Hertfordshire:

Provided information regarding the various undergraduate and postgraduate courses being offered by them in the area of design, film and media, music, therapies and visual arts. She also expressed her interest in collaborating with Amity University, Haryana for research projects and various other programmes in the areas of craft, glass, ceramics, textiles and jewelry designing, etc with an impetus on building ceramics and glass factory.

Caroline Gilbey- Ravensbourne: Spoke about the careers in fashion buying and brand management. She expressed her interest in having collaborative projects and courses with Amity University, Haryana. She also expressed the desire to have integrated art & craft and management programmes so that along with the product development students shall also acquire the skill of branding and selling the product in the competitive markets.

Delia Crowe- Winchester School of Art at the University of Southampton: Expressed her desire to work on research products especially 'Make in India' and KHADI. She looks forward to having research and projects on sustainable and recycled products.

Art and Design Mission ended with heartfelt exchange of pleasantries and the promise of continued collaborations. Art and Design Mission will prove to be a remarkable step towards Amity's vision that makes global partnership an integral part of all its academic endeavors.

