International Design Week
23rd-28th September 2013

Organized by
Apeejay College of Fine Arts
Jalandhar

In collaboration with
Willem de Kooning Academy for Fine Arts & Design
Rotterdam, Netherlands
Message from the Principal

Apeejay’s tradition of excellence in Fine Arts adds to the richness of academic fabric of the college where stimulating atmosphere and a cutting edge prepares the students for the competitive world. The institute celebrates creativity and encourages personal and professional growth through its interdisciplinary approach where different departments dedicated to arts work in unison to help the students pursue their artistic dreams. These are the factors that make Apeejay the most promising institute of repute, and an inspiring place to study in.

I take great pride in announcing the start of International Design Week-2 which is yet another effort to widen the academic horizons of the students through practical exposure. It is a futuristic endeavour to involve the students in practical realization of the theoretical concepts for the transformation and enhancement of the society for a better tomorrow. I compliment the Departments of Design, Applied Art, and Multimedia for their enterprise and hope that the outcome of International Design Week-2 will far exceed our high expectations. Last, but not the least, a vote of thanks to all those who have worked tirelessly to give a realistic shape to this joint venture.

Dr. Sucharita
Director, International Design Week-2
About the College

Apeejay has set a benchmark of excellence ever since its foundation in 1975 by Late Dr. Stya Paul, a visionary educationist and a philanthropist who envisioned it as an educational institute devoted to the exclusive promotion and promulgation of the variegated art and culture of India. Though the following decades have seen its emergence as a prestigious multidisciplinary co-educational college offering a multitude of the most contemporary professional courses, the college has never lost sight of its original mission of refining and polishing the creative skills of the amateurs to make them world class artists and professionals.

Carrying forward the laudable mission of Dr. Stya Paul is his able daughter and current Chairperson, Apeejay Education Society, Mrs. Sushma Berlia under whose able patronage the college has been conferred with ‘Centre for Excellence’ by University Grants Commission, New Delhi and awarded ‘A’ grade by National Assessment and Accreditation Council, Bangalore. Significantly, it has also maintained its numero uno position at Youth Festivals by remaining an unprecedented reigning champion for 13 consecutive years. The college continues to win appreciation and laurels from all quarters for its excellence in arts and academics alike.

Here, learning opportunities are crafted keeping in mind the larger objective of enabling students to gain a foothold in the exceedingly competitive world that demands innovative thought and finesse in execution. The department of Design, Multimedia, and Applied Arts have all been a significant value addition to the goal of taking the art and culture to newer heights. The International Conference, the International Design Week-I and now the International Design Week-2 have been the initiatives in the field of design in the recent years that have brought together luminaries, scholars, design practitioners from all over the globe for meaningful interfaces and deliberations.
About the Collaborative Project

After the success of International Design Week-1, which took place in September 2012 under the theme ‘Design for Social Change’, Apeejay College of Fine Arts, Jalandhar proudly brings to you International Design Week-2, in collaboration with Willem de Kooning Academy for Fine Arts & Design (WdKA), Rotterdam, Netherlands, both ELIA members. The colleges from Jalandhar & Rotterdam are signatories of an MOU for development of Art Education in newer direction. Design Week-2 is a landmark event which is being staged with the objective of showcasing how the Indian culture has evolved over the years by imbibing from different cultures, and how it has transformed to suit the contemporary times while retaining its quintessential Indian flavour. From household objects to life style products, and from architecture to myriad art forms, no aspect of Indian life has remained untouched by the all-encompassing forces of change. Design has played a pivotal role in these path breaking changes.

The seven day workshop is a true hallmark of celebration of the role played by design in the transformation of culture. The workshop will exhibit how the changing cultural paradigms have affected Indian sensibilities and helped in rendering of the old into their new avatars while at the same time incorporating insightful inputs by a team of Dutch Mentors.

Focus Areas:

- **Minimalism**: Designing aesthetically with minimal use of resources in order to project the idea in a subtler form.
- **Colour Narrative**: Taking a particular hue and its attributes to reveal individual delineation.
- **Advancement**: Depicting the changing trends resulting from introduction of advanced modes of technology that have deeply affected the various aspects of lifestyle.
- **Identity Crisis**: Conducting a comparative study of the conflict between various generations due to cultural transformation.
- **The Treasure Trove**: Depicting the legacy of cultural heritage in contemporary context.
- **Changing scenario of Indian Cinema**: Execution of different phases of Indian Cinema through the effective use of multiple mediums of communication.
- **Silence that speaks**: Creation of frameworks that project simplicity of a design.
- **Unity in Diversity**: Depiction of design connections between various cultures.
Event Schedule

Timings: 9:00 a.m. to 6:00 p.m. daily

23 September, Monday
- Introductory Session on the Theme ‘Cultural Transformation through Design’ by Prof. Maarten Regouin, Former President, ELIA & Chairperson, International Design Week-2
- Presentation by Prof. Anil Gupta, Resource Person from the Host College
- Joint Mentoring by the Indian and Dutch Resource Persons
- Grouping of Students and Allocation of Mentors
- Workshop commences

24 September, Tuesday
- Knowledge Session by Renowned Graphic Designer, Prof. Renate Boere from WdKA, Rotterdam
- Presentation by Prof. Rajni Kumar, Resource Person from the Host College
- Workshop continues

25 September, Wednesday
- Knowledge Session by Prof. Bas Kortmann, Specialist in Spatial, Product, Interaction and Social Design, WdKA, Rotterdam
- Presentation by Prof. Rajesh Kalsi, Resource Person from the Host College
- Workshop resumes

26 September, Thursday
- Knowledge Session by Specialist in Art and Design, Prof. Paul Post WdKA, Rotterdam
- Presentation by Prof. Rajni Gupta, Resource Person from the Host College
- Workshop resumes

27 September, Friday
- Completion and Submission of the Projects
- Wrapping up of the Results of the Week by Prof. Maarten Regouin
- Exhibition of the Selected Projects

28 September, Saturday
- Valedictory Function Presided over by Mrs. Nisha Berlia, Member, Apeejay Education Society
- Certification of the Prize Winners
Essential Information

- Three Participants Per Institute (faculty or students or both)
- Registration Fee: ₹3000 (Indian Participants) & €150 (Foreign Participants)
- Boarding and Lodging by the Participants
- Download Registration Form from the College Website
- Last Date for Registration: 20th September 2013

Contact Details:

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For More Information:


http://apeejayjalandhar.wordpress.com/2013/09/05/international-design-week-2/

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To be outstanding get comfortable with being uncomfortable.

DESIGN WEEK-1
**Prof. Maarten J.M. Regouin**  
Chairperson, International Design Week 2

The Former President, ELIA (European League of Institute of Art) and the first European Member of the Board of Director of International Council of Fine Arts Deans, Prof. Maarten has been closely associated with Art and Design for almost four decades in the capacity of educationist and is also a most sought after speaker in International Design Conferences, Seminars and Workshops.

**Prof. Bas Kortmann**  
Designer, Artistic Director, WdKA, Rotterdam

His area of specialization includes Spatial Design, Product Design, Urban Social Design and Entrepreneurship. He is the Artistic Director of Power Boat Foundation, a platform for Performing Arts, Productions, Presentations and Projects which works closely with Theatre, Art and Design. He is also the Director of Studio Kortmann in Rotterdam.

**Prof. Paul Pos**  
Didactician, WdKA, Rotterdam

He has worked as an Educational Manager and Coordinator and is currently involved in imparting education at WdKA, Rotterdam. He has been honoured with a numerous awards for the various projects executed by him. He specializes in Fine Arts, Design and Media.

**Prof. Renate Boere**  
Graphic Designer, WdKA, Rotterdam

She is a distinguished Graphic Designer and a partner at Studio Renate Boere. She is the programmer at Zefir 7 BNO Kring Den Haag which organizes academic activities on Design and is also a partner of an Institute of Design Research titled DRS22 which brings together experienced designers to investigate public space design, building and construction, and communication.
6 Day Workshop:
Exposure to Cultural Transformation Through Design
23rd - 28th September 2013 from 9 am - 6 pm at Apeejay college of Fine Arts, Jalandhar

Name: ........................................................................................................................................

Address: ......................................................................................................................................

Pin Code: ........................................................................................................................................

E-mail: ............................................................................................................................................

Contact No: ....................................................................................................................................

Institution: ........................................................................................................................................

Participating As:  [ ] Professional  [ ] Faculty  [ ] Student

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