

Art and Design Mission: Delhi and Jaipur, India 16 to 19 February 2016

Introduction:

The Art and Design Mission was convened cities of in Delhi and Jaipur from 16 to 19 February 2016. The mission commenced in Delhi and concluded in Jaipur. While the primary and long term objective of the mission was to create awareness about the research interests for institutions of both countries, it was also important to promote the range of art and design courses available to potential students.

Delegates from 5 UK Institutions visited local institutions specialising in Art, Design and Crafts and were a combination of private and government funded Institutions.

On the first day, the delegation visited GD Goenka University and NIFT Delhi. The second day followed the same course with UK delegates visiting Amity University, Manesar. The delegates then flew to Jaipur for the second leg of the mission where they visited Indian Institute of Craft and Design and Arch Academy the next day. The last day comprised of a visit to Amity Jaipur campus.

At local institutions, the delegation had the opportunity to deliver seminars to student audience on their specialised areas of research and teaching. After the presentations, a faculty discussion was convened where faculty from local institutions had the opportunity to showcase their areas of research and explore opportunities for collaborations. Both the local and UK institutions also highlighted the existing models of collaboration across other institutions globally.

The UK delegation comprised of the following academicians:

1. Dr. Martyn Woodward – Cardiff Metropolitan University
2. Ian Farren – Plymouth College of Art
3. Megan Knight – University of Hertfordshire
4. Caroline Gilbey in Delhi and Jennifer Kumpelis in Jaipur – Ravensbourne
5. Delia Crowe – University of Southampton

The following report provides a detailed description of the mission in both the cities and the detailed program that highlights findings at each visiting institution is provided as below.

Day 1: (AM) Tuesday, 16 February 2016 – [GD Goenka University](#)

The delegation was met by the Vice Chancellor and Dean of the Design School

1. Student Interaction:

Presentations were delivered by the UK delegation to the student audience comprising of mostly undergraduate and postgraduate students. The topics were exhibited by the delegates in 2 different classrooms highlighting the importance of the areas presented. The topics were as follows:

✓ Classroom 1:

Dr. Martyn Woodward – Cardiff Metropolitan University

Topic: Ontological Design: An International Design Ethos and An Introduction To Contemporary Design Philosophy

Ian Farren – Plymouth College of Art

Topic: Creative pedagogy and the making of a school, a new model of education heralded by Sir Nicholas Serota as, 'a defining moment in the development creative education, not only in the UK but across the globe.'

Caroline Gilbey – Ravensbourne

Topic: Looking to the Future of Fashion

✓ Classroom 2:

Megan Knight – University of Hertfordshire

Topic: Careers in the Creative industry with special emphasis on Art & Design

Delia Crowe – University of Southampton

Topic: Sustainability and fashion Design

**The above group delivered these seminars on the above mentioned topics at the next visiting institutions hence it shall not be repeated in the following section of the report (except for a change in Jaipur section)*

2. Faculty Interaction:

The interaction began with initial introduction of UK delegates to the Vice Chancellor of GD Goenka University. The VC highlighted that the famous Politecnico di Milano is the Academic Collaborator for GD Goenka University's School of Fashion and Design. The collaboration combines the inherent strengths of the two institutions and brings the Italian edge to the design education at GD Goenka University. The objective of the School is to offer high quality education in selected areas of Fashion and Design business at the undergraduate and postgraduate levels. It looks forward to build international standards of learning and fully equipping the students with superiorly built abilities in the areas of Art & Design. The Institutions (local and participating) were realistic in their approach to start exchange programs in the form of international workshops where both students and faculty can participate. The entire discussion was facilitated by British Council Staff. Key highlights of the discussion are:

- I. GD Goenka University showed interest in joint projects and common teaching platforms where both institutions can exchange ideas and share knowledge about the trending technologies of the Art and Design field
- II. GD Goenka University invites UK delegates for international learning sessions that can be jointly run by their faculty and UK institution faculty highlighting the importance of amalgamation of national and international standards of industry
- III. They warmly welcomed the delegation to partner (as academic collaborator) with them like they had already done with Da Milano University, Milan
- IV. The University was highly keen on working together with UK Universities on workshops that shall result in international display of Art and Design work; these can be exhibited in both India and UK
- V. GD Goenka is open for student and faculty exchange programs for better learning and knowledge growth. They invite international students to their campus for inclusive learning and is also eager in sending their students to the partnering UK institution.

Total students met: 123

Total faculty met: 7

Day 1: (PM) Tuesday, 16 February 2016 – [NIFT](#)

The delegation was met by the campus director and the Director of International Affairs

1. Student interaction: The delegation presented their areas of expertise and research in the similar manner as was done at the previous local institution. The individual sessions were followed by a question and answer session by students.
2. Faculty interaction: National Institute of Fashion Technology was set up in 1986 under the aegis of the Ministry of Textiles, Government of India. It has emerged as the premier Institute of Design Management and Technology. The interaction at NIFT began with introduction of UK delegation to the Institute's faculty, Campus Director, Dean and Director – International Affairs. The meeting was highly focused with ideas deliberating on initiating exchange programmes and signing MoUs for future collaborative activities. The key highlights of the interaction were:
 - I. NIFT is continually working on collaborative study and research with organisations and foundations for technological developments and trends of the industry.
 - II. The curriculum at NIFT allows students to easily blend into a global network, as well as acquire a greater appreciation of local industry trends. Hence, the Institute welcomes faculty and students from partnering UK institutions to jointly study and share global insights
 - III. The institute has multidisciplinary approach in the areas of Art and Design and aims at an all-round development of students. Hence, it invites partnering UK institutions to collaborate for curriculum content and improved teaching methodology that will focus on the changing paradigms of industry and commerce.
 - IV. NIFT is known for its intellectual strength and expertise. There are a series of publications brought out by the NIFT Faculty and research projects undertaken with the industry and global institutions. The institute offers joint publication works on contemporary fashion, information booklets to add on to NIFT's pool of literature, research journals, and paper presentations at national and international forums.
 - V. NIFT also conducts continuous evaluation and assessment throughout semesters via assignments, projects, internships and presentations. UK institutions are welcome to assess NIFT students on international parameters on students' work and capabilities and vice versa. The aim is to closely monitor students' evolution as competent professionals and provide critical feedback to students on their performance and development.

Total students met: 71

Total faculty met: 5

Day 2: (AM) Wednesday, 17 February 2016 – [Amity University, Manesar](#)

The delegation was met by the Pro Vice Chancellor and dean academics along with Manager (Training) and Programme Coordinator.

1. Student Interaction: The student audience comprised of undergraduate and postgraduate level students. The students raised pertinent questions related to the seminar topics. The UK delegation was led to the University's exhibition gallery where students had displayed their noteworthy work. They also received valuable inputs on the work displayed.
2. Faculty Interaction:

A meeting with the requisite faculty, Pro VC, Dean Academics, Director Art and Design School, International Affairs Director, Training and Placement Coordinator, Dean Academics along with 5 UK delegates was held at the conference hall to discuss key action points for academic linkages and future collaborations. In the discussion, UK delegates elaborated possible areas for collaboration between Amity University and the participating UK University. The notable points are as follows:

 - I. Planning Art Festival in the respective campuses where students from Amity University can participate and showcase their work and vice versa
 - II. Summer Exchange Programs and Semester Exchange Programs remain a favourite with the UK delegates

- III. Other Exchange programs were also a highlight, revolving around sending and inviting faculty for faculty development programs, seminars, conferences, workshops and research
- IV. Amity University is also interested in credits transfer system where an Amity student studying in the partnering UK University for 1 or 2 semesters will have the feasibility of getting his/her credits transferred to the Amity credit system
- V. Joint programs to be initiated that will provide skilling opportunities to the students in their interested areas in Art and Design and engage both students and faculty in generating ideas on an international collaborative work.

Total students met: 270

Total faculty met: 25

The 2nd leg of Art and Design Mission was conducted in Jaipur. The mission was for 2 days at the city visiting 3 renowned Art and Design Institutions .

Day 3: (AM) Thursday, 18 February 2016 – [Indian Institute of Crafts & Design](#)

1. Student Interaction:

The UK delegates presented their areas of expertise and research

✓ Classroom 1:

Dr. Martyn Woodward – Cardiff Metropolitan University

Topic: Ontological Design: An International Design Ethos and An Introduction To Contemporary Design Philosophy

Ian Farren – Plymouth College of Art

Topic: Creative pedagogy and the making of a school, a new model of education heralded by Sir Nicholas Serota as, 'a defining moment in the development creative education, not only in the UK but across the globe.'

Jennifer Kumpelis – Ravensbourne

Topic: Master of Design in Social Innovation

✓ Classroom 2:

Megan Knight – University of Hertfordshire

Topic: Careers in the Creative industry with special emphasis on Art and Design

Delia Crowe – University of Southampton

Topic: Sustainability and fashion Design

**The above group delivered these seminars on the above mentioned topics at the next visiting institutions hence it shall not be repeated in the following section of the report*

2. Faculty Interaction:

The Interaction began with introduction of IICD Faculty and Management to the visiting UK delegates. The Director underlined the basis of the development of the Institution. IICD, a unique institution, synergises traditional knowledge and skills with contemporary needs to evolve methodologies that are relevant to the modern world. The Institute works in the social realm and has been well accepted by the industry and the apex bodies of handicrafts and handloom development. The successive batches of Undergraduate and Post Graduate students in Crafts and Design have also been placed well. The Development Commissioner (Handicrafts) has empanelled the IICD students as designers for its design projects. The institute's projects have been well appreciated and recognised by the client agencies also. The institute lays emphasis on creating a social impact and bringing the artisans at the forefront of handicrafts work

Below are the key highlights:

- I. IICD is working on a project in which they have adopted artisan villages and are creating social impact by changing the lives of artisans and are providing them with trade and development opportunities. The institute invites UK institutions to deliver ideas to the artisans for traditional and global art and design fusions.
- II. The institute also welcomes UK Delegates and Institutions for making art from the adopted villages popular thus providing better economic status for the artisans in the long run
- III. The students of both IICD and UK Institutions can work together on joint projects involving the local artisans for handicrafts and design bringing in economic and social viability for all
- IV. Festival of Art can be organised for displaying art and design work on national and international platforms
- V. IICD is interested in bringing the local artisans and modern designers on a common platform to help the local craftsmen and artisans get their due. Students and faculties from UK can become a part of this venture and contribute towards the cause

Total students met: 73

Total faculty met: 7

Day 3: (PM) Thursday, 18 February 2016 – [Arch Academy of Design](#)

The delegation was welcomed by the Director and Director Academics of the institute

1. Student Interaction

The second institution for visit was Arch Academy of Design in Jaipur. The UK delegation presented their areas of expertise and research in similar manner like the previous Institution in Jaipur. The introduction with students, faculty and staff progressed well with interactions leading to idea generation on Art and Design development areas besides presentation to the students.

2. Faculty Interaction

Arch Academy of Design, 14 year old Institution, was built to impart industrially and globally relevant education in Design. The Institute is known for its center of excellence in learning and innovation and it has trained more than 5000 professionals across the country. The academy has varied undergraduate and postgraduate courses that it takes pride in, in the areas of Fashion Design, Interior Design, Craft Product Design, Jewelry Design, Graphic Design, Design Communication, Lifestyle Accessory Design, Design Management and Diploma & Certificate programmes in Visual Merchandising & Gemology.

The following were the key points of discussion:

- I. Arch Academy encourages strong International linkages. Keeping in practice its past tradition of inviting students from other countries such as Sweden, Spain, Kuwait, UK, USA, Nepal, Iran, Canada, Korea, Japan, and Dubai etc., it invites students and faculty from UK Institutions this year as well for exchange programs and knowledge sharing.
- II. The Institute is interested in signing MOUs with partnering UK Institutions that will focus on research, development of new curriculum and faculty development programmes
- III. Arch Academy believes in connecting to the grass root level to strengthen the learning foundation of students. It invites UK students to learn from local artisans and craftsmen of Jaipur (mostly national award winners), thereby awakening social and cultural awareness in students while giving them hands on experience of the local techniques that are essential to develop necessary skills.
- IV. Arch Academy offers summer and winter courses for international students in Pattern Making & Garment Construction for Indian Clothing, Surface Design, Weaving Technology, Block Printing, Tie & Dye Surface Embellishment Techniques, Contemporary Enamelling and Gemology. UK Universities are welcome to send their students for module courses of 5 to 6 weeks. This will include technical and professional training incorporating trips to the craftsmen cities and observe, interact and learn from expert traditional craftsmen.

Total students met: 146

Total faculty met: 8

The delegation was welcomed by the Chancellor and Head of Art and Design school

1. Student Interaction

Students were presented with topics like the previous institutions in 2 separate session halls by the UK delegation. The audience comprised of undergraduate and postgraduate level students. Students also displayed their work for inputs by UK delegation.

2. Faculty Interaction

Amity University is well known to train students and provide them with requisite skill sets that are in sync with the Industry. Jaipur being one of the hubs for Art & Design has helped the University grow specifically in the Art & Design domain. The interaction began with introduction of Vice Chancellor, Pro Vice Chancellor, Dean Academics, Directors of various Schools along with the Faculty Heads. Discussions regarding academic linkages and research opportunities were carried out after the student presentations.

The key points of the discussion are as follows:

- I. Amity has strong international linkages for providing global exposure to the students. They have tied up with international Universities, Laboratories and Research Centres in areas of student exchange, faculty exchange, joint research, curriculum development and educational tours for students. They are looking for more international avenues for strengthening international linkages.
- II. UK Delegates/Faculty are welcome to be a part of the existing Mentor-Mentee system of the University in which every student of the University is assigned a Faculty member who works as the mentor of the student till the end of his/her course. The objective of mentoring is to recognise and develop the potential of students for a better career ahead.
- III. UK Faculty can also interact and guide students via their University's mobile app which is a continuous mode of contact with the Faculty and Mentor and UK Faculty can share knowledge using this technology
- IV. Amity also believes in creating a social impact. Hence, it invites UK students and faculty to contribute towards the development of local craftsmen and artisans.
- V. Amity University focuses on research based teaching that ensures students receive the highest quality education, introduces them to the new frontiers of knowledge and provides them with the skills required by the industry. It invites UK students and faculty for the research work areas.

Total students met: 96

Total faculty met: 5

Feedback

- 3 out of 5 participating delegates have completed the feedback
- 68% participating delegates mentioned that the quality of institutions was 'Good' while 68% mentioned that the Interaction and content of the sessions at the local institutions was 'Good'.
- 68% delegates commented that the mission 'met' their expectations

Photographs taken at the mission

Student Presentation at GD Goenka University



Lamp Lighting Ceremony at the beginning of Art & Design Mission at Amity University, Manesar



Faculty Discussion at IICD



To know more about future such missions , please contact SIEM India team. Details are provided as below

Shruti Khanna

Senior Manager SIEM India

Shruti.khanna@in.britishcouncil.org

+91 (0)22 6748 6715