

School of Art Newsletter

Vol.1, Issue.8, October 2023

Seek Knowledge for Wisdom and Peace



Human Rights Advisor to the Prime Minister visits IAC

Institute for Art and Culture was honoured to have the presence of The Special Advisor to Prime Minister for Human rights and Women Empowerment Ms. Mushaal Hussein Mullick to conduct a seminar. Ms. Mushaal Hussein is an artist, peace activist, and philanthropist, who has been working on the advocacy of rights of women and children in war/conflict zones. She is the

wife of Kashmiri leader Yasin Malik, and has been vocal on different national and international platforms about rights of Kashmiri people. Ms. Mushaal Hussein Mullick was given a warm welcome to IAC by Mrs. Chancellor, Pro VC Prof. Dr. Ijaz A. Qureshi, Registrar IAC Brig. Retd. Safer Vaseer, and Deans of all schools, including Dean School of Art Prof. Dr. Shahida Manzoor.



Artwork by fine arts student Faisal Khan on the theme of contrasting cultural elements of Gilgit Baltistan and Punjab

Artwork on the theme of contrasting cultural elements

Culture is a complex and multifaceted concept that encompasses the collective knowledge, beliefs, customs, traditions, arts, and social practices of a particular group or society. It includes language, religion, food, music, literature, fashion, rituals, and other expressions of human creativity. Culture influences individuals' behavior, values, and worldview, shaping their identities and providing a framework for social interaction. It is transmitted from one generation to the next through socialization and plays a vital role in shaping societies, fostering cohesion, providing a sense of belonging and shared heritage. The culture of Gilgit-Baltistan, a region in northern Pakistan, is distinct and differs from the culture of other provinces in several aspects. Through this artwork, fine arts department student Faisal Khan has attempted to show the contrasting elements between the culture of Gilgit Baltistan and Punjab. He has used the medium of photography and collage to capture the differences of traditional and cultural elements, and the technique of weaving to create a sense of similarity in these two distinctive cultures.



Eid Milad un-Nabi (S.A.W) is the day commemorating the birth of the Holy Prophet Muhammad (P.B.U.H). It is marked on the 12th of Rabi'-Ul-Awaal, the third month according to the Islamic lunar calendar. The life of Prophet Muhammad (P.B.U.H) stands as an example for not just Muslims, but people of all around the world, as he cultivated a pluralist outlook in which human diversity was valued and cherished. His leadership not just focused on the spread of Allah's decree and Islamic doctrine, but he also focused on bringing about a new ethical outlook – an Islamic social conscience inspired by Allah's revelation. He (P.B.U.H) emphasised on the concepts of dignity of humankind through care for the poor and marginalised, the importance of justice and equity in building a



Student reciting Naat-e -Maqbool (SAW) in Mehfil-e-Milad' to pay his respects

SOA Arranges Milad Ceremony on Eid-Milad Un-Nabi (S.A.W)



society where people from different religions could also live together with each other in harmony. In order to pay homage to the auspicious day of the birth of The Holy Prophet Muhammad (P.B.U.H), School of Art arranged a Milad celebration that included recitation of Quran, Naat and Darood Shareef, along with

speeches that talked about the teachings and events from the Prophet's (P.B.U.H) life. It was a blissful ceremony in which students and the faculty members both participated with a lot of enthusiasm to make it a success. The ceremony ended with certificate distribution to all the participating students and faculty members.

SOA Faculty and Students Participation in Digital Arts Festival At IAC

A Digital Arts festival titled "4 Days" was held at IAC, organized by Lahore Digital Arts Festival in collaboration with The Little Art. 4 days festival was a curated space designed to spotlight exceptional digital artworks that aim to provoke inquiries, stimulate dialogue and contemplate a collaborative journey into the realm of digital art. Many students and faculty members from School of Art participated in this exhibition that was held in IAC gallery. Artworks featured versatility of

concepts and mediums, from 12th -15th October. The participants from SOA included faculty members Mr. Irfan Mehmood, Mr. Kashif Rafique, Mr. Saeed Ghani, Mr. Mazhar Hussein, Ms. Naima Muzaffar, Mr. Shuja-ul-Haq, and Mr. Zafar Iqbal. SOA students who participated in this festival are namely; Daniyal Alam, Fizza Saleem, Marwah Waqar, Meerab Tahir, Muhammad Akram, Muhammad Khan Niazi, Rabia Sarwar, Shamaas Junaid, Zainab Khan, Zakira Noor Hussain and Zara Ahmad.



The Dean School of Art discussing the artwork of SOA student Daniyal Alam



Group Photo of Dean School of Art along with participating faculty members and students



Dean School of Art along with SOA faculty members and participating artists Ms. Ujala Khan and Mr. Mohammed Ali

One of the most vital skills that an artist requires in their journey of creation is imagination and creativity. These two traits are valuable gifts that can help any artist in not just devising new methods as problem solving tools, but also to produce new objects and forms. This is manifested among our students through studio practice, by helping them in the process of ideation, drawing, material exploration, and practical execution. The most important part of this creative process is giving our students freedom to explore different methods and techniques that lead them to create artistic projects to the best of their capabilities. The studio courses offered at School of Art are interdisciplinary, and offer a variety of learning experiences, starting from textile, fashion design, drawing, sculpture, painting, weaving, embroidery, digital mediums and softwares.



Creative Artworks by School of Art Students



Through these studio courses, students are led to create artworks while understanding the intrinsic values of art and having well defined objectives for enhancing their artistic qualities. They are taught new ways of seeing so they can have a better understanding by relating art to its social, historical and cultural context. An interdisciplinary approach promoting imagination and creativity in studio practice helps to widen students' perspective by creating awareness and sensitivity towards the meaning of art. These methods and techniques can help them to create works that are powerful, thought-provoking, and impactful. Hence they can, therefore, gain inspiration to take action and make a difference in the world through their creative skills.



Success Story of The Month



Afnan Kazmi is a textile and fashion designer who graduated from IAC School of Art in Spring 2023. He has been working with HSY in the capacity of fashion designer, and has recently joined Nilofer Shahid as a designer. Afnan is an ambitious individual who believes that his success is due to his hard work, dedication and the efforts of his family and teachers. He believes that the skills which he learned in his student life at IAC have helped him immensely in his professional field. Afnan is of the opinion that his dreams and goals have been a guiding force for him to strive towards achieving success in life.

He recalls his time at IAC as a student, and recalls that his finest memories from his time in SOA were from the time when he was working on his thesis. He thinks that working on his thesis project gave him an opportunity to have artistic freedom, and create designs that portray ideas and creativity. Afnan hopes to work hard with dedication, so that he can establish his own brand in future, and create a name for himself in the field of fashion design. School of Art congratulates Afnan Kazmi on his achievements, and wishes him all the best for his future professional endeavours.

Corporate Branding - Students On a Study Visit to Emporium Mall

Students of 4th semester Graphic Design department are taught a course that specializes in subject of Corporate Branding. For this purpose, students were taken to embark on an insightful visit to Emporium Mall. Their primary objective was to conduct comprehensive research on design and shelf layout strategies within the retail environment. This visit aimed to provide students with a profound understanding of essential design principles, and the intricate techniques involved in optimizing shelf designs. During this enriching visit, the students were accompanied by subject instructor Mr. Kashif Rafique who played a pivotal role in guiding and assisting them to grasp the nuances of design strategies implemented in a retail setting. This hands-on exposure promises to be a valuable asset for students in their academic and professional journey.



Students studying different products and brands as part of their educational visit to Emporium Mall



Acknowledgements:

Supervised by: Prof. Dr. Shahida Manzoor - Dean, School of Art

Designed and Compiled by: Ms. Naima Muzaffar

Contributors: Mr. Kashif Rafique, Ms. Istrahat Waheed

