

# School of Art Newsletter



Institute for Art & Culture

Vol.1, Issue.7, September 2023

Seek Knowledge for Wisdom and Peace

Fashion design is a form of art dedicated to the creation of clothing and lifestyle accessories. What people wear is the representation of how they feel, and how the world perceives them. Fashion is a powerful social and cultural force that enables creative expression and communication among individuals, communities, and whole nations. Fashion design program at Institute of Art and Culture aims to equip students with industry-oriented skills and a strong knowledge of fashion which is sustainable and environment friendly. The program provides courses to develop design solutions for couture or ready-to-wear Garments which are up to the standards of the contemporary market standards. With the theoretical background along with studio practices, the students are equipped with knowledge to make them up to date with the current trends within the field.



## Fashion Design in Focus

ings of the contemporary market. The students are trained in this process by initially carrying out design and theme development, illustrations, colour selection, fabric exploration, pattern making, stitching and draping that help them in gaining holistic knowledge about the field of fashion design.



Student of 3rd semester working creating black and white skirt using pattern and sewing technique

Students are taught different stages that take place during fashion design product development that are vital to be learned for understanding the work



@iacofficials



## Lecture by The Dean SOA on "Perceiving the Arts"



The Dean School of Art Prof. Dr. Shahida Manzoor delivered a lecture on the topic "Perceiving the Arts", followed by an interactive discussion as part of the summer faculty development program. The aim behind this lecture was to create an understanding about the importance of art, the multiple ways of perceiving it, and the role it plays in



The Dean School of Art Prof. Dr. Shahida Manzoor conducting her lecture on "Perceiving the Arts" as part of the summer faculty development program at IAC



The Dean School of Art Prof. Dr. Shahida Manzoor, along with Registrar IAC, Dean School of Architecture and Urbanism, HOD's and faculty members who attended the insightful lecture

society. She introduced the works of various International artist's in her lecture, and explained the different ideas and concepts that can be generated by looking at an artwork involving differences in perspective. Introduction about the Perceptual, Intellectual and Critical methods for analysing art were also explained, so that it can help in developing the intellectual and perceptual knowledge of the attendees. The lecture gave a very insightful view about the topic, and the efforts of Dr. Shahida were appreciated by everyone in the audience for cascading her valuable knowledge. The session was followed by a very interactive discussion in which the audience members shared their insights and reflection about the lecture.

## Introduction of a New Degree Program "Bachelor of Interdisciplinary Art and Design"



School of Art has taken the initiative of introducing a new and innovative program for their bachelor degree. This new degree program "Bachelor of Interdisciplinary Art and Design" is unique as it investigates modern and traditional painting techniques, development of visual vocabulary through intensive studio sessions. Along with the Fine art major, students will learn Textile design, Graphic design and Fashion design. This program will provide remarkable opportunities to students to explore interdisciplinary approaches, and prepare students for a career in Textile design, Fashion design, graphic design and Fine art. Moreover, a collaborative leading environment where hands-on experience along with digital communication will be integrated in this newly introduced degree program at School of Art. This program promises to introduce new avenues for exploring imagination, creativity and experimentation for the students who wish to enroll in this

## Efforts by School of Art Towards Promoting Sustainability

Sustainability is concerned with protecting the planet and promoting social development by fulfilling the needs of current generations without compromising the needs of future generations, while focused on the idea of well-being. Sustainability is believed to have three dimensions that include environmental, economic, and social aspects, among which a special emphasis is present on the environmental dimension. When it comes to sustainability issues of the environment, it consists of countering major environmental problems, including climate change, loss of biodiversity, loss of ecosystem services, land degradation, air and water pollution. In today's world, sustainable practices have become vital, as it can help to support ecological, human, and economic vitality. IAC is committed to the idea of sustainability and applying sustainable goals practically, such as reduction of environmental footprint and conservation of resources. School of Art has taken initiative by introducing courses that spread awareness about sustainability, and encourage students to bring forward ideas, and create projects that promote its practical implication by doing experimentation through different materials and techniques. The textile industry generates a significant amount of waste, much of which ends up in landfills. This waste includes fabric scraps, trimmings, and unsold clothing. However, there are efforts underway to reduce textile waste and repurpose it for other uses, such as up cycling or recycling into new materials. By finding innovative solutions for textile waste, the industry can reduce its harmful environmental impact for moving towards a better and more sustainable future.



Muhammad Aarsal from textile department used pre consumer denim waste for creating products to help industry in dealing with the reduction of landfills. Economically, socially and culturally climate change has a lot of impact on Pakistan and having adverse effects on the country. One of the causes behind it is the denim industry and the textile sector. Currently, denim industry is one of the rising industries in Pakistan and the backbone of our economic and GDP. Denim industry is also known as the dirty industries because of the processes and the chemicals they used in that process including fertilizers, pesticides which causes release of pollutants during the processing stages in denim industry.



Inshal Akram did an exploratory study titled "Bio-On: Turn-Off Plastic" by using materials such as starch and gelatin for producing hand-made polymer plastic as a solution against petroleum-based plastic. She created fashion handbags out of the created material out of different textures, and used both organic and inorganic colors for the final products.



## Sustainable Projects by Students



Maham Zafar from textile design department designed sustainable fabric tiles in her project, titled "Re-imagining Katran", from waste fabric to create a durable and eco-friendly material. They can be used for a variety of applications in interior and furniture design, including wall coverings, flooring, and furniture upholstery.



Umaira Jamshed from textile design department created a project titled "Blooming Sustainability: The lotus legacy" which comprised of creating an eco-friendly fibre extracted from the stem of lotus flowers. She experimented with different parts of lotus, i.e., leaves, flowers, seeds, and stems that can be used for edible and medical purposes, as well as clothing purpose. The research was done with the aim of exploring the antibacterial, self-cleaning, and super-hydrophobic quality which this plant is believed to possess. The resulting fabric created after experimentation had the appearance of antique linen or raw silk, and it was soft, exceptionally breathable and crease-resistant in texture and quality.

Khoshbakht Aliya is a graduate of fine arts department, IAC School of Art who is currently working as an Arts teacher at Roots Millennium, since March 2023. Along with that Khoshbakht has also exhibited her work at O Art Space gallery in July 2023 as a part of the group show titled 'BROADCAST VOL. 2' that featured young graduates from all corners of Pakistan. Talking to Khoshbakht about her achievements in such a short span of time, she gives the credit to her teachers and mentors who had helped in her journey of gaining knowledge about art in her student life. She recalls her time at School of Art as being "a wonderful experience" where the students were taught through gallery visits and different activities within the art world. She says that "the days at IAC were memorable due to the positive environment that gave students margin for creativity". Khoshbakht says she aims to create something that will contribute towards creating not just a better version of the society, but also herself. She says she wishes to pursue her education further in future, and aims to grow and gain success in the art world through her work.

## Success Story of The Month



Khoshbakht Aliya with her artwork that became part of the group show titled 'BROADCAST VOL. 2'

## Chancellor's Visit to Student's Exhibition at O Art Space Gallery



Chancellor IAC Mr. Muhammad Faisal Janjua and Ms. Chancellor attending the O Art space group show titled 'BROADCAST VOL. 2', along with finearts instructor Ms. Istrahat Waheed and participating students

## BROADCAST VOL. II

'BROADCAST VOL. 2' was an exhibition organized by O Art Space gallery featuring the artworks of young graduates and emerging artists from all corners of Pakistan. This exhibition showcased the work of three fine arts graduate students from IAC, School of Art. The show was visited by Chancellor IAC, Mr. Muhammad Faisal Janjua, along with Ms. Chancellor. Both were delighted to see the success of School of Art students, and they also appreciated the work and efforts of the students participating in the show.

### Acknowledgements:

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

**Designed and Compiled by: Ms. Naima Muzaffar**

**Contributors: Ms. Faiza Iqbal, Ms. Istrahat Waheed, Ms. Sania Mubarak**



@iacofficials

