

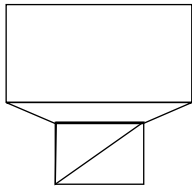
Hyderabad's First Design Show



24

SCHOOL OF ARTS & DESIGN | 27th APRIL 2024

REPORT



“Design Vanguard,” a pioneering initiative by the School of Arts and Design (SOAD) aimed at propelling our design prowess onto the global stage. This landmark event has showcased some of the finest works by the School of Arts & Design, Woxsen University, uniting professionals from Industry, Academia, Media, and Government under one roof in Hyderabad.

Scheduled for April 27, 2024, on World Design Day at T Works, “Design Vanguard” brought forth a new era of design excellence, where all four departments namely- Industrial Design, Interior Design, Communication Design, and Fashion Design collectively unveiled more than 20 groundbreaking projects, offering a glimpse into the innovative design endeavors at Woxsen University.

These showcased projects span a diverse spectrum of socially relevant topics, including Climate Change, MedTech, Disaster Management, Craft Innovation, Inclusive Design, Mental Wellness, and Heritage Conservation, among others. Each project represented our commitment to addressing contemporary challenges and shaping a better future through design innovation.

The choice of T Works as the venue was deliberate. With its contemporary architecture and interactive spaces, T Works provided an ideal backdrop to showcase our design prowess. Its modern ambiance perfectly complemented the ingenuity and creativity of the showcased projects.

In addition to the design showcase, we announced the launch of JQork – a premium lifestyle brand poised to revolutionize the industry with sustainable, eco-friendly, ethical, and vegan products crafted from natural cork. Notably, JQork’s inaugural product line had been entirely conceived and developed by Woxsen design students as a part of their Capstone project.

School of Arts & Design Presents



Design Vanguard

Hyderabad's First Design Show

World Class Design Projects

Launch of J.Qork

Workshops

Talks by Design Leaders

27th April 2024

Venue: T-Works

Time: 2:00 PM– 07:00 PM





Student Volunteers, Team Vanguard & The Team J-Qork

The core team behind “Design Vanguard” embodied a blend of visionary leadership, expert knowledge, and dedicated organizational skills. Their collective efforts made Design Vanguard an unforgettable success, showcasing the transformative power of design and setting new benchmarks for design education and innovation.

MEET THE TEAM





Overall Curation & Design- Dr. Adity Saxena, Dean, School of Arts & Design , Woxsen University



The Launch & Show - Sanjay Guria, Associate Dean for Academic Affairs, Program Director - Fashion Design, School of Arts & Design, Woxsen University



Overall Communication & Brand Design - Santosh Kocherlakota, Assistant Dean-Corporate Alignment, School of Arts & Design, Woxsen University



JQork - Mr. Munwar Khan, Former Head of Design & DGM, OPPO India , Adjunct Professor, School of Arts & Design, Woxsen University



JQork - Mrudul Shyam Chilmulwar, Assistant Professor, Program Director, Industrial Design,
School of Arts & Design, Woxsen University



Guest & Sponsorship - Kamalanarayanan.K, Assistant Professor, Program Director, Communication Design, School of Arts & Design, Woxsen University



Space Design & Execution- Ar.Shivaram Reddy, Assistant Professor, Program Director, Interior Design, School of Arts & Design, Woxsen University,



Launch Show & Branding- Vishakha Rao, Assistant Professor, School of Arts & Design, Woxsen University



Branding & Photography - Pradeep Kumar, Assistant Professor,
School of Arts & Design, Woxsen University



Social Media - Srutinwita Roy, Assistant Professor, School of Arts & Design, Woxsen University



Logistics - Karthick S, Outreach Manager, School of Arts & Design, Woxsen University

ADIVI SESH **Actor, Director,** **Writer**

The keynote address, delivered by renowned actor and director Mr. Adivi Sesh at 3:05 PM, offered valuable insights which was followed by a design talk from Mr. Parag Trivedi, Sr. Director of User Experience at Salesforce, who discussed the critical importance of user experience in contemporary design. And a talk by Brigadier Inder Sethi, Head of Faculty, College of Defence Management.

CHIEF GUEST





Chief Guest - Actor, Director, Writer Adivi Sesh

Opening ceremony-

The main event commenced at 2:00 PM with a diya lighting ceremony, featuring distinguished guests such as Ms. Katja Larsen, CEO & Co-Founder of Silverspoon Consultancy, Dr. S Arun Kumar Pandu, Director and Head of the Office of the Development Commissioner for Handlooms, Dr. R V R Krishna Chalam, Vice Chancellor of Woxsen University, Dr. Adity Saxena, Dean of the School of Arts & Design, Asst. Dean Santosh Kocherlakota, and Mr. Munwar Khan. This traditional inauguration set a solemn and inspiring tone for the proceedings.

Following the opening ceremony, the Design Vanguard exhibition space officially opened, allowing attendees to explore 20 innovative projects by Woxsen SOAD students. Student volunteers were on hand to guide visitors through the Projects Gallery, highlighting the creativity and ingenuity of the works on display.

High Tea-

At 2:30 PM, guests had the opportunity to enjoy a networking high tea, providing a relaxed setting to connect with the SOAD team and other Professionals from the Industry, Academia, Media, and Government. This was followed by the Design Vanguard introduction video at 3:00 PM, presented by the technical team on stage, and a brief introduction talk by Asst. Dean Santosh Kocherlakota. Which was followed by the **Keynote Address** delivered by renowned actor and director Mr. Adivi Sesh.

THE EVENT









Display and interaction with Esteemed Guest Dr. Krishna Challam, Vice Chancellor, Woxsen University

Launch of J.Qork-

At 3:20 PM, Mr. Munwar Khan introduced J.Qork, a new lifestyle brand developed by Woxsen design students, followed by an introductory video. The highlight of this segment was the unveiling of five J.Qork products, presented by distinguished guests including Mr. Tasleem Arif, Managing Director of Oppo India, Ms. Man (Mikah) Zhao from Birmingham City University, Mr. Sridhar Ravi, 3D Manager at Amazon India, Ms. Katja Larsen, and Mr. Adivi Sesh, each accompanied by a student designer of J.Qork.

Product walk-

A group photo session with the J.Qork products captured this significant moment, leading into a fashion walk by the Fashion Design students at 3:50 PM, coordinated by Associate Dean & Program Director Professor Sanjay Guria and Professor Vishakha Rao. This runway presentation showcased the J.Qork designs.

THE EVENT





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Vote of thanks-

At 4:20 PM, the event acknowledged the contributions of the eminent guests, followed by a vote of thanks delivered by Dr. Adity Saxena at 4:35 PM. This formal expression of gratitude recognized the efforts of everyone who contributed to the success of Design Vanguard.

Open floor-

The event concluded with open access to the design projects and J.Qork products from 4:45 PM to 7:00 PM, allowing attendees to engage directly with the creators, ask questions, and gain deeper insights into the innovative designs on display. This segment provided a comprehensive and immersive experience of the creative process of Woxsen University's School of Arts and Design.

THE EVENT









Team T-Works with the Chief Guest Actor Adivi Sesh



Launch of **J-Qork** a premium lifestyle brand rooted in the natural beauty of cork.

Sourced ethically from Portugal and passionately handcrafted in India, it reflects a dedication to sustainability, exceptional quality, cruelty-free practices, and eco-conscious lifestyle.

Designed By -

Product Design Batch 20-24 Students-
Asit Gajbhiye, Jinoodhaya SS, Soham Vagal, Soham Vagal, Harita Kumari

Mentor -

Mr. Munwar Khan & Prof. Mrudul Chilmulwar - Co-Faculty Mentor, Capstone project.









The Launch, Showcase & J-Qork Product Walk

- **Ms Katja Larsen**, CEO & Co-Founder Silverspoon Consultancy
- **Dr. S Arun Kumar Pandu**, Director and Head of office of the Development Commissioner for handlooms Govt of India Ministry of Textiles Hyderabad
- **Mr Parag Trivedi**, Sr. Director User Experience-Salesforce, ex UX Director Microsoft
- **Mr Tasleem Arif**, Managing Director, Oppo India
- **Ms Man (Mikah) Zhao**, Lecturer in Management and Entrepreneur, Birmingham City University (Sponsor)
- **Mr Sridhar Ravi**, 3D Manager, Amazon India
- **Ms Meenu Bagla**, Chief Marketing Officer, Cyient
- **Brigadier Inder Sethi**, Head of Faculty, College of Defence Management
- **Mr Srinivas Kollipara**, Group Vice President, Xelpmoc Design & Tech Ltd.
- **Praveen K Pula**, Founder and Chancellor, Woxsen University
- **Dr R V R Krishna Chalam**, Vice Chancellor, Woxsen University

EMINENT GUEST





From Left - Dr R V R Krishna Chalam, Dr. S Arun Kumar Pandu, Ms Katja Larsen, Dr. Adity Saxena, Ms. Man Zhao



EMINENT GUEST



From Top Left - Brigadier Inder Sethi, Mr Srinivas Kollipara, Mr Parag Trivedi



From Bottom Left - Mr Tasleem Arif, Mr Sridhar Ravi

MBCIE



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BIRMINGHAM CITY
University

The Munjal Birmingham University and Centre of Innovation and Entrepreneurship (MBCIE) is a centre for innovation, research, and creative production where technology, art, and design are used to nurture innovation and creativity. It has a STEAM-oriented (Science, Technology, Engineering, Arts and Mathematics) approach to higher education.

TITLE SPONSOR





Ms Mikah Man Zhao, Visiting Lecturer - Birmingham City University UK &
Dr Venkatesh Chennam Vijay, Associate Professor - Birmingham City University UK

The pre-event workshops, held from 10:00 AM to 1:00 PM, provided an engaging start to the day. Four distinct workshops catered to a variety of interests. The first, Origami workshop **"Crease to Craft,"** coordinated by Asst. Prof. Sreeraghavi Mani, delved into the art of origami, teaching participants the techniques needed to transform simple paper into intricate designs. Simultaneously, Assoc. Prof. Murali V Kesaboina led a watercolor workshop **"Palettes and Puddles,"** guiding attendees through the creative process of watercolor painting, with a focus on techniques and color blending. Simultaneously in printmaking, a Lino Cut workshop **"Inked Impressions,"** coordinated by Asst. Prof. Deepak Panda and VI semester VC students Rojha, introduced the art of lino cutting to create unique imagery. Lastly the Caricature workshop - **"Anybody Can Draw,"** led by Tess Ann Thomas, offered an interactive session that emphasized that anyone could draw caricatures with the right guidance.

WORKSHOPS





Top - Origami Workshop | Bottom - Anybody Can Draw Workshop



Top - Lino Cut Workshop | Bottom - Painting Workshop





Moments_ Communication Design (Top), Industrial Design (Bottom)



Moments_ Interior Design (Top), Fashion Design (Bottom)



THE OVERVIEW





Design Vanguard 2024 has turned out to be a monumental event that marked a significant milestone for the School of Arts and Design (SOAD) at Woxsen University. It showcased more than 20 groundbreaking projects from the all four departments namely Industrial Design, Interior Design, Communication Design, and Fashion Design. The exhibition underscored the University's commitment to addressing contemporary challenges through innovative design solutions.

Throughout the event, the exhibition space buzzed with activity as visitors explored the innovative projects created by the students. Each project showcased at the gallery reflected a deep engagement with socially relevant topics, including Climate Change, MedTech, Disaster Management, Craft Innovation, Inclusive Design, Mental Wellness, and Heritage Conservation. The projects demonstrated the students' ability to combine creativity with practical solutions, addressing real-world issues with thoughtful and sustainable design practices.

Design Vanguard has opened up numerous future possibilities for Woxsen University and its students. The event has established SOAD as a hub of innovation and creativity, capable of producing solutions that can make a significant impact on global challenges. The successful execution and positive reception of the show have set a precedent for future events, encouraging more collaborative projects and industry partnerships. The show has also highlighted the potential for Woxsen University's students to contribute meaningfully to the design industry. The exposure to industry leaders and professionals during the event provided students with invaluable networking opportunities and insights into future career paths. Moreover, the introduction of J.Qork demonstrates the feasibility of student-led ventures, paving the way for future entrepreneurial initiatives within the University.

The collaboration with T-Works, India's largest prototyping center, provided an ideal venue. This partnership emphasized a shared commitment to fostering innovation in design and technology. The strategic choice of T-Works' modern ambiance complemented the ingenuity of the showcased projects. This collaboration not only elevated the event's success but also laid the groundwork for future partnerships, fostering a dynamic ecosystem for makers and innovators across India.

In conclusion, Design Vanguard 2024 was not only a celebration of design excellence but also a platform for learning, collaborations, and future innovations. It has solidified Woxsen University's position as a leader in Design Education and has inspired both students and professionals to continue pushing the boundaries of creativity and sustainability in design.

Department	Sr no.	Students Name	Semester
Interior Design	1	Raj Aryan	Sem-6
	2	Tasmiyakhanam	
	3	Charitha	
	4	Geya	
	5	Prakalpa	
	6	Niharika	
	7	Sheshirekha	
	8	Sanjana	
	9	Monika	
	10	Sreelakshmi	
	11	Monish	
	12	Aarushi	
	13	Viraja	
	14	Abhinav	
	15	Akshata	Sem-4
	16	Varsha	
	17	Ashna	
	18	Chinmayi	
	19	Stuti	

Communication Design	1	Aditi Gollapudi	Sem-6
	2	Akanksha Divi	
	3	Vidita Ninan	
	4	Keerthi A	
	5	Anvitha B	

Product Design	1	Harrish S	Sem-4
	2	Amrita J	
	3	Kawin K	
	4	Vidhya	

Fashion Design	1	Deepali	Sem-4
	2	Yogita Jureddy	
	3	Kurinji VS	
	4	Girishaa	
	5	Meghana Chenna	
	6	Reshmi Sivananda	
	7	Akshitha N	

Models	1	Anekha Hazarika	BBA
	2	Nihal Reddy	BBA
	3	Charith Lingam	BBA
	4	Tanishq Wankhede	BBA
	5	Mehtaba Muskan Ali	B.Tech
	6	Harsh Batra	B.Tech
	7	Nayef Alam	B.Tech
	8	Arya Rallapalli	B.Tech
	9	Hamdi Eoshan	B.Des
	10	Tanya Logishetty	B.Arch
	11	Akia Vivera	B.Des
	12	Shivani K B	B.Arch
	13	Rayma Mohanty	BBA
	14	Aakarsha Korada	B.Tech

Name
Aariz Mahmood
Vege Anjaly
Vishnu Koushik Bandaru
Sremanth M
Jinoodhaya
Vaishnavi Sarayu
Chinmai Sai Daivala
Harshini Banna
Jaishetha Reddy Morthala
Suhana Shaik
Tanmaya Krishna Kakulapati
harshny anand
Akshitha Chikoti
Syamanthaka
Kanika Krishnaswamy
Toram Krishna Godha Samanvitha
Poshitha S s raja Rajeswari Allu
Gauravi Reddy
Rohit R
Manasvi Tangirala
Hitiksha Doshi
Sudeepthi
Rahulnag Kasturi
Akarsh Goyal
Anjli Sreekumar
Sreeja Rayabarapu
Sri Lasya Magapu
Stuti Rohta
Thanmai tummala
Vidhya Kiranmayi Motamarri
Srivarsha Pakeeru
Harrish Sakthi A
Amrita j
Potluri chinmayi
Kawin Kamalakkannan
Raj Aryan Sharma
Prakalpa A
Sanjana Chintala
Arushi Amar
Niharika M
Sheshirekha Ch
Ashna nuthimadugu
Akshata birkur
Nitish Nuthalapati
Nidharshana Saravanan

BEHIND THE
SCENE...



Department		
Bachelor's In Design, Communication Design	Rajeswari	Industrial design (3rd year)
Fashion design	Siddharth	Industrial design (3rd year)
Product Design	Jetin	Industrial design (3rd year)
Communication designing	Mohul	Foundation
Industrial design	Charan	Industrial design (2nd year)
Venue management	Vinay	Industrial design (2nd year)
VC	Arul	Visual communication (2nd year)
Industrial design	Rakshita	Foundation Batch
Foundation	Hrishikesh	Foundation Batch
Foundation	Varsha	Industrial design (3rd year)
Foundation	shreyas kartikeya	Industrial
Venue management	Diya Gupta	Communication
Foundation	Rahul Vinod Kumar	Communication
Foundation	Mir Inayat Ali Khan	Foundation
Product design	Nibha	Interior
Product design	Marni Rishita	Foundation
Fashion Design	Leah Aleti Reddy	Foundation
Fashion	Priya Shah	Foundation
Communication	Saanvi Mishra	Industrial design
Industrial	Jwalitha Goud	Industrial
Foundation	Thomas George	Foundation
Foundation	Lakshmi Madhulika Vellala	Foundation
Foundation	Aavya Garcha	Foundation
Foundation	Shreya Kulkarni	Industrial
Communication	Sanjana Vanka	Industrial
Communication	Zoya Faisal	Communication
Fashion	Shriya Bandaru	Foundation
Fashion	Sarayu Guptha Ananthula	Industrial
Interior	Falaq Salman	Industrial
Fashion	Muskan Gogia	Fashion
Industrial	Abhinav	Interior
Interior	Thrishna Rajasekharan	Industrial Design
Industrial	Niharika Singhania	Fashion
Industrial	Sree Likhitha Gajula	Foundation
Interior	Tanmayee Epuru	Foundation
Industrial	Dedeepya Nalluri	Industrial
Interior	Aryan Kumar	Industrial
Interior	Madhur Rajendra Meshram	Foundation
Interior	Aleta Jibi Pullan	Foundation
Interior	Chavi Agarwal	Foundation
Interior	Aarya Makhariya	Foundation
Interior	Katta Apeksha Reddy	Fashion
Interior	Pruthvi Somashekar	Industrial
Interior	Tasneem Abizer Madraswala	Foundation
Industrial		
Communication		

...UNTIL NEXT SEASON!



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