



SOAD DOSSIER 2.0

the pioneer issue





...ABOUT

Nestled amidst serene landscapes and spanning a sprawling 200-acre canvas, Woxsen School of Arts and Design stands as a beacon of passion for Design Education, Industry Academia linkage, and Sustainability. Situated 81 kilometers away from the bustling metropolis of pearls, this institution ignites the flames of inspiration within aspiring designers. With its unwavering commitment, Woxsen has orchestrated a paradigm shift in the realms of Arts and Design, elevating itself among the premier private universities in India.

At Woxsen, the ethos is not just about imparting knowledge but about nurturing dreams into tangible realities. Through an innovative and transformative curriculum, students are equipped not only with skills but with a profound understanding of their societal impact. The school serves as a gateway to a global design landscape, fostering cross-cultural exchanges and imbuing students with a holistic perspective. Themes of empathy, sustainability, and social entrepreneurship are interwoven into the very fabric of learning, shaping compassionate and socially conscious designers.

With state-of-the-art infrastructure at their disposal, students are provided with an environment conducive to exploration and innovation. Collaborative endeavors with conscientious instructors and like-minded peers fuel creative expression, while cutting-edge labs pave the way for groundbreaking research and development. The ripple effects of Woxsen's educational philosophy are felt far and wide, as alumni trailblazers carve their mark across the global design arena.

In essence, Woxsen School of Arts and Design isn't just a place of learning; it's a crucible where passion meets purpose, where creativity intertwines with conscience, and where the seeds of change are sown to flourish into a brighter, more sustainable future for all.



...MISSION

To be a leading institution in design education that shapes future-ready, socially responsible, and innovative designers who contribute significantly to the global design community.

...VISION

To create a dynamic learning environment that emphasizes experimentation, self-discovery, and continuous learning. We aim to cultivate a diverse and inclusive culture that bridges the gap between academia and industry, fostering a strong bond between students, faculty, and industry leaders.

...VALUES

At the School of Arts & Design, we empower students to lead with vision, creativity, and integrity. Our dynamic learning environment champions experimentation and self-discovery, fostering a culture where inclusivity and innovation flourish. Guided by global standards and a commitment to ethical, human-centered design, we equip future designers to tackle real-world challenges. With strong industry partnerships and entrepreneurial support, SOAD bridges academia and industry, cultivating changemakers who shape the creative economy. Through mentorship and a student-centered approach, we transform aspiring designers into confident, socially responsible leaders with a unique global identity.



...PIONEERS IN EDUCATION

The School of Arts & Design (SOAD) at Woxsen University exemplifies pioneering excellence in design education, embracing a commitment to innovation, inclusivity, and ethical practices. Aligned with the United Nations Sustainable Development Goals (SDGs), SOAD nurtures future-ready designers who are empowered to drive social impact. Through its student-centered approach, the school fosters diversity, ensuring every individual feels valued and supported in their journey toward self-discovery.

SOAD's curriculum is built on principles of experimentation and lifelong learning, encouraging students to explore, fail, and grow. This approach not only promotes quality education (SDG 4) but also prepares students to think critically and act responsibly in global and local contexts (SDG 11: Sustainable Cities and Communities). The school's collaboration with industry leaders bridges the gap between academia and industry, providing practical exposure and entrepreneurial support, in line with SDG 8 (Decent Work and Economic Growth).

Guided by a strong ethical foundation, SOAD instills a commitment to human-centered design, promoting responsible consumption and sustainable practices (SDG 12). As a pioneer in creative education, Woxsen's SOAD stands as a beacon of transformation, inspiring students to become changemakers in the global design community.



01
NO POVERTY



02
ZERO HUNGER



03
GOOD HEALTH
& WELL-BEING



04
QUALITY
EDUCATION



05
GENDER
EQUALITY



06
CLEAN WATER
AND SANITATION



07
AFFORDABLE
AND CLEAN ENERGY



08
DECENT WORK
AND ECONOMIC
GROWTH



09
INDUSTRY, INNOVATION
AND INFRASTRUCTURE



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10
REDUCED
INEQUALITIES



11
SUSTAINABLE CITIES
AND COMMUNITIES



12
RESPONSIBLE
CONSUMPTION AND
PRODUCTION



13
CLIMATE ACTION



14
LIFE BELLOW
WATER



15
LIFE ON LAND



16
PEACE, JUSTICE AND
STRONG INSTITUTIONS



17
PARTNERSHIPS
FORTHE GOALS





...REFLECTIONS





- Social Immersion
- Designed in India, International Summer Program
- International Conference on Fashion as a Tool for Social Change (FTSC)
- J.Qork & Design Vanguard
- COE Activities / FDP
- Gender and Gesture, International Photography Competition
- Collaborative Online International Learning (COIL) Programs
- MOUs (Corporate / NGO / Education)
- Student Exchange







Hyderabad's First Design Show



Design
Vanguard

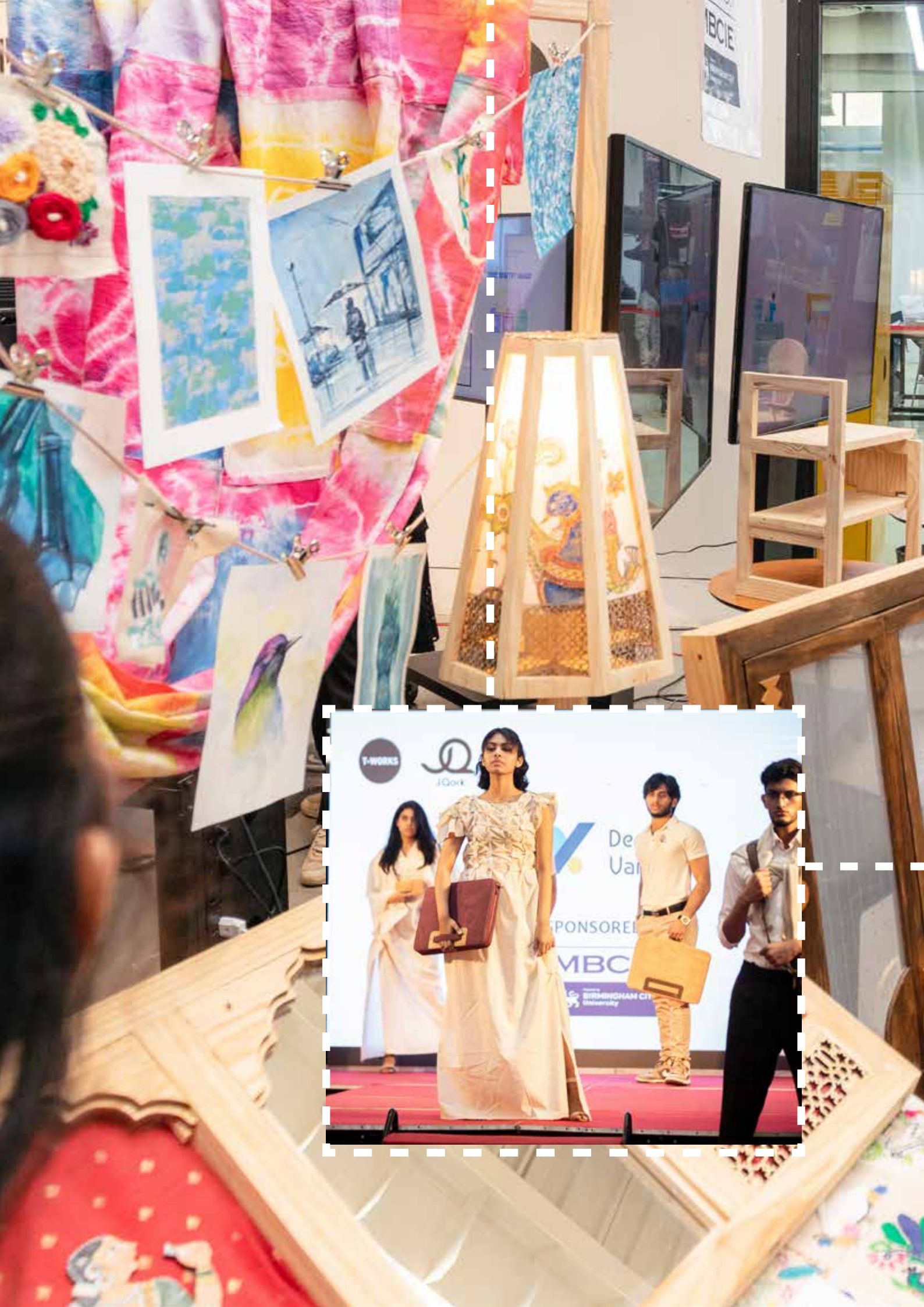




Design Vanguard 2024 celebrated Woxsen University's commitment to Partnerships for Goals (SDG 17) Quality Education (SDG 4) and Industry, Innovation & Infrastructure (SDG 9). Held on April 27, 2024, at T Works in Hyderabad, the event featured 20 innovative projects from the School of Arts & Design, encompassing Industrial Design, Interior Design, Communication Design, and Fashion Design.

The exhibition spotlighted student projects tackling global challenges like Climate Change, MedTech, Disaster Management, Inclusive Design, and Mental Wellness. These projects showcased how Woxsen students blend creativity with practical solutions to address pressing issues through sustainable design.

Collaborating with T Works underscored Woxsen's focus on industry partnerships and provided students access to premier prototyping facilities. This synergy not only enhanced learning but also established Woxsen SOAD as a leader in design innovation. Design Vanguard 2024 set a new benchmark, opening doors for future collaborations and highlighting the potential of Woxsen's students to drive meaningful impact.









International
Summer Program
Designed
in india







The inaugural chapter of the International Summer Program, “Designed in India,” in collaboration with the British University in Egypt, emerged as a groundbreaking journey aligning with SDG-17 (Partnerships for Goals), SDG-4 (Quality Education), and SDG-10 (Reduced Inequalities). Hosted by Woxsen University’s School of Arts & Design, this immersive program bridged cultural divides to equip aspiring designers with a global perspective.

For many international students, tackling global challenges is limited by the lens of their own cultural experiences. Through the program’s intercultural, interdisciplinary teamwork, students gained unique insights, learning from peers with diverse perspectives across design fields. This collaborative model fostered empathy and intercultural awareness, essential in preparing future designers to create solutions that address diverse needs in our globalized world.

The curriculum offered an expansive journey through Indian design, blending traditional crafts with advanced digital innovation. This hands-on immersion into India’s rich design heritage, combined with modern technology, provided participants a unique, layered perspective.

In this creative crucible, students engaged in collaborative knowledge exchange, sparking new ideas and innovation. “Designed in India” thus became a catalyst, nurturing the next generation of design leaders equipped with cultural empathy, technical skills, and a global outlook—qualities that will define their contributions to a more inclusive and connected design landscape.









Fashion as a Tool for Social Change



School of Arts and Des
Woxsen University Ann

International Con

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The International Conference Fashion as a Tool for Social Change: Cultural Preservation and Innovation held at Woxsen University on August 5-6, 2024, united academics, industry leaders, and students to explore the transformative power of fashion in addressing sustainability and cultural heritage. The event aligned with SDGs 4 (Quality Education), 5 (Gender Equality), 7 (Affordable & Clean Energy), 8 (Decent Work & Economic Growth), and 17 (Partnership for Goals), emphasizing impact of Fashion education and practices on society, sustainability, and overall lifestyle. Discussions highlighted the integration of cultural preservation into fashion education, fostering inclusivity, promoting renewable energy in production, empowering local artisans, and building collaborative networks to address shared challenges.

A standout was Dr. Catherine's talk on cultural appropriation versus exchange, advocating for ethical collaboration to honor and celebrate cultural identities. The conference reinforced the role of partnerships in driving sustainable development, calling for collective action among educators, designers, and policymakers to create a future where fashion is a beacon of creativity, equity, and global cooperation.





NATIONAL HANDLOOM DAY CELEBRATION





The National Handloom Day celebration at Woxsen University brought students and faculty together for an engaging session on the cultural and sustainable significance of handloom textiles, aligning with SDGs 4 (Quality Education), 7 (Affordable and Clean Energy), and 8 (Decent Work and Economic Growth). The interactive session, led by an expert guest speaker Sh. S. Arun Kumar Pandu, Deputy Director, Weavers' Service Centre, Hyderabad shed light on the vital role of handlooms in preserving traditional craftsmanship, supporting local artisans, and promoting sustainable practices in the fashion industry. Students explored the intersection of heritage and environmental sustainability, gaining valuable insights into how handloom textiles can inspire innovative and eco-friendly fashion solutions while preserving the legacy of artisanal communities.

A highlight of the event was the inauguration of the Catherine Harper Textile Lab by Dr. Harper, a significant milestone in textile innovation. This initiative reinforces the university's commitment to quality education, fostering sustainable economic growth, and driving clean energy practices within the fashion sector. The lab aims to empower students and researchers to develop cutting-edge solutions that honor cultural heritage, champion environmental stewardship, and support equitable livelihoods for artisans.



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Ministry of Textiles, Government of India
बुनकर सेवा केंद्र, हैदराबाद
Weavers' Service Centre, Hyderabad.

10^{वां} राष्ट्रीय हथकरघा दिवस NATIONAL HANDLOOM DAY

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M's Woxsen University, Sadasivpet, Sangareddy District Telangana.





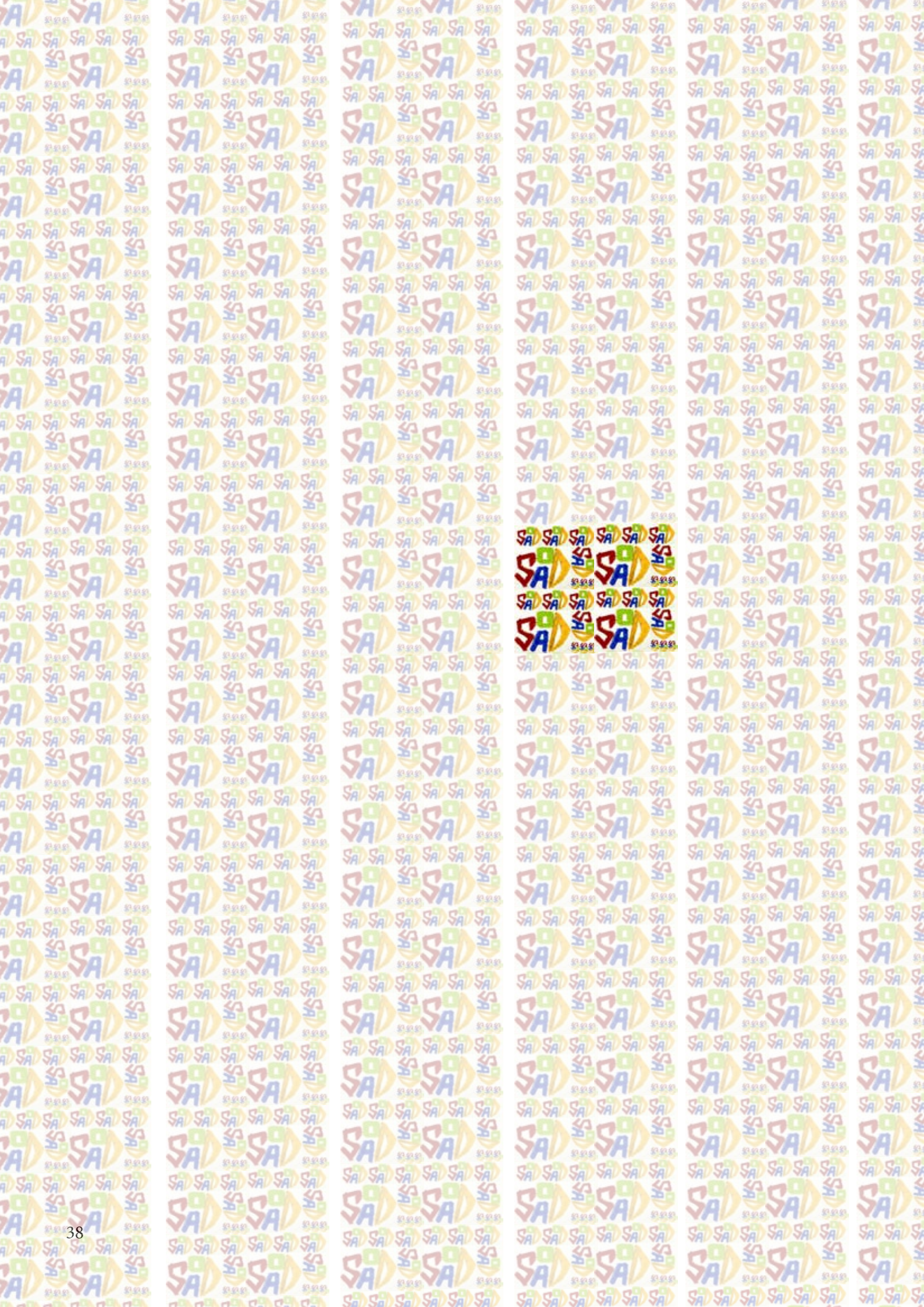
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community. To be a leading institution in design
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ds: We provide exposure to international and
mentorship for personal and professional growth.
ers. Ethical Practices: We instill a commitment
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and provide students with practical experience.
ects. **Global Connectivity:**We connect students
the power of the creative economy and strive

design education policies. Success Stories: We
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between students and teachers. We at SOAD
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and innovation

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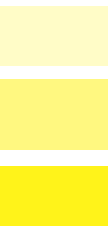
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The Voice of Vision emerged as a guiding beacon for the School of Art and Design (SOAD) at Woxsen University, articulating a dynamic commitment to cultivating an inclusive, transformative, and innovative educational ecosystem. Rooted in the aspirations of strategic framework envisioning a future where design education transcends boundaries, empowering students to become agents of sustainable change and innovation in the global creative landscape.

Central to the Voice of Vision is the mission to nurture socially responsible, future-ready designers equipped to navigate and shape a rapidly evolving world. It emphasizes creating a collaborative and inclusive learning environment (SDG 4), fostering sustainable economic opportunities (SDG 8), and encouraging innovation and resilient infrastructure within design practices (SDG 9). The framework calls for responsible consumption and production in design (SDG 12), while prioritizing partnerships that transcend borders to enrich global design education (SDG 17). Through this vision, the school reaffirms its dedication to shaping designers who champion creativity, responsibility, and innovation, leaving an indelible mark on the global design community.





3 All India Top 25 Pvt. Design University (Times B-School)

Level 5 Global Pioneering School (Positive Impact Rating)

2 IIRF Design School Ranking 2024

The School of Arts and Design at Woxsen University proudly showcases its collaborative ventures. From forging partnerships with industry titans to engaging in innovative projects with fellow academic institutions, this corner serves as a beacon of collaboration and innovation. Here, we celebrate the synergy between creativity and teamwork, as we co-design solutions, co-author publications, and co-curate exhibitions that redefine the boundaries of arts and design.



Idea Incubator - Vishakha Rao

... a step towards building legacy in design education !



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SCHOOL OF ARTS & DESIGN | WOXSEN UNIVERSITY