

DOSSIER 3.0

SOAD

DECEMBER 2024 - JUNE 2025

SCHOOL OF ARTS & DESIGN,
WOXSEN UNIVERSITY

SO
AD



INSIDES

- From the Dean's Desk
-Vision
- Mission
- Founding Principles of SOAD
- Highlights
- Academic Excellence
- Internationalisation

FROM THE DEAN'S DESK SCHOOL OF ARTS & DESIGN, WOXSEN UNIVERSITY

As we reflect on the past six months, I am proud to share that the School of Arts and Design continues its transformative journey with a deepened commitment to academic excellence, design innovation, and social impact. Each program, each department, and each stakeholder has played a vital role in driving the School's vision forward—one that prioritizes not just learning, but meaningful application, not just creativity, but responsible design.

Our students have won national recognitions, launched ventures, and collaborated on cutting-edge industry and social design projects. Our faculty have contributed to global conversations through research, international conferences, and thought leadership. Our internationalisation efforts have gained new momentum, expanding global opportunities for both learning and teaching.

At the heart of all our achievements lies a shared belief—that design education must inspire critical inquiry, foster inclusion, and equip our learners for global challenges.

This report captures not just what we have done, but who we are becoming.

Warm regards,
Dr. Adity Saxena
Dean – School of Arts & Design
Woxsen University



VISION

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.

MISSION

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.

460+

STUDENTS IN GRADUATE DEGREE

#6

DESIGN COHORTS GRADUATED

IIRF RANK

1ST STATE RANK

IIRF RANK

2ND NATIONAL RANK

FOUNDING PRINCIPLES OF SOAD

INNOVATION

We are committed to implementing cutting-edge curricula and pedagogical innovations to lead in design education.

INCLUSIVITY

We promote a diverse and inclusive culture where every student feels confident and valued.

EXPERIMENTATION

We foster an environment where experimentation and learning from failure are encouraged.

SELF-DISCOVERY

We encourage students to embark on paths of self-discovery and confidence building.

GLOBAL STANDARDS

We provide exposure to international and industry standards in design.

STUDENT-CENTERED APPROACH

We emphasize a student-centered approach with strong mentorship for personal and professional growth.

LIFELONG LEARNING

We cultivate graduates who are lifelong learners, changemakers, and socially responsible designers.

ETHICAL PRACTICES

We instill a commitment to ethical practices and human-first design in all graduates.

FACULTY EXCELLENCE

We ensure our faculty are innovators in pedagogy, adaptable to industry demands, and collaborative in nature.

INDUSTRY COLLABORATION

We prioritize industry collaborations to solve realworld problems and provide students with practical experience.

ENTREPRENEURIAL SUPPORT

We nurture an entrepreneurial mindset and support the commercialization of student projects.

GLOBAL CONNECTIVITY

We connect students with national, international, and industry leaders to blur local and global boundaries.

CREATIVE ECONOMY

We embrace the power of the creative economy and strive to drive educational transformation to meet global demands.

DESIGN IDENTITY

We are dedicated to establishing and promoting a unique design identity for India and influencing design education policies.

SUCCESS STORIES

We celebrate and document success stories to inspire and showcase the impact of SOAD's approach to design education.

HIGHLIGHTS

Capstone 2.0

J.Qork - India's First
Campus-Born Sustainable
Lifestyle Brand



Woxsen University's dedication to nurturing future creators who are equipped to address the challenges of tomorrow through innovation, sustainability, and creativity.

DECCAN
Chronicle

PRESS TRUST OF INDIA

J.Qork was born out of the Capstone Launchpad Project

From ideation, product design, branding, and finally market launch

yahoo!
finance

J.Qork - India's First Campus-Born Sustainable Lifestyle Brand

Business Standard

THE NEW
INDIAN EXPRESS

Design blends artistry with utility



IN FASHION
Business

A brainchild of students who dared to dream big and design responsibly

J.Qork- a sustainable lifestyle brand and an integral part of the University's Design Capstone project, entirely driven by design!



THE
WIRE

Instead of just working for a brand, students built one from the ground up



HIGHLIGHTS

Design Vanguard 25
Annual Design Show
April 27, 2025















HIGHLIGHTS

La Mode 25

Annual Fashion Showcase

Feb 11, 2025















VISIT OF
Marc Robinson
Feb 11 & 12, 2025



VISIT OF

Dr. Tej Lohit Reddy

IAS, Executive Director, FDDI,

Hyderabad

Jan 30, 2025



VISIT OF

VK Kishor

Sr.Vice President

Head of Design-Linen Club,

Aditya Birla Group

May 2, 2025



VISIT OF

Dr. Veerabrahmam

Director, DRDO Advanced Lab

June 3, 2025



BUILDING BRIDGES: INDUSTRY & IMPACT



ACADEMIC EXCELLENCE

R E P O R T

DESIGNING FUTURES: A CHRONICLE OF INNOVATION, IMPACT, AND ACADEMIC EXCELLENCE AT SOAD

INTRODUCTION

At the School of Arts & Design (SOAD), Woxsen University, academic excellence is not a benchmark—it is a dynamic pursuit. With a mission to shape globally competent, socially responsible, and innovation-driven design professionals, SOAD integrates interdisciplinary learning, real-world exposure, and global engagement at every level of its pedagogy. Between December 2024 and June 2025, the school delivered over 150 academic modules, hosted more than 35 workshops, and facilitated 22 field visits, impacting over 600 students across four departments. This report chronicles the strategic milestones and transformative learning experiences that reflect SOAD's leadership in design education and its growing international stature.



WORKSHOP HIGHLIGHTS

April 18–19, 2025

THE ART OF CRAFTSMANSHIP: LEATHER & CORK WORKSHOP AT FDDI

Keywords: Sustainable fashion, leatherwork, material innovation

SDGs Aligned: SDG 9, SDG 12

Brief: Students explored leather and cork materials through hands-on activities at FDDI, learning production techniques and sustainable alternatives for fashion accessories.



March 10–13, 2025

COLOR IN CONTEXT: UNDERSTANDING EMOTIONAL IMPACT IN DESIGN

Keywords: Color psychology, emotional design, branding

SDGs Aligned: SDG 4, SDG 3

Brief: An interactive workshop led by Kanika Bawa introduced students to the psychological principles of color, enhancing their ability to communicate mood and meaning in design.



March 17 – April 2, 2025

CRAFTING HERITAGE: A 12-DAY JOURNEY OF CRAFT INNOVATION

Keywords: Craft revival, cultural sustainability, artisan engagement

SDGs Aligned: SDG 8, SDG 11

Brief: In collaboration with artisans and designers, students documented, experienced, and reimagined local crafts for modern application in a 12-day immersion.



December 19, 2024

THREADS OF TRADITION: CROCHET & MACRAME WORKSHOP

Keywords: Textiles, traditional craft, surface development

SDGs Aligned: SDG 11, SDG 4

Brief: A creative exploration of knotting and looping techniques in textile design introduced students to traditional craftsmanship and contemporary textile innovation.



FIELD VISIT & IMMERSION EXPERIENCES

March 27–30, 2025

PROTOTYPING PERSPECTIVES: KARNATAKA FIELD VISIT SERIES

Keywords: Heritage craft, prototyping, automotive innovation

SDGs Aligned: SDG 9, SDG 4

Brief: Visits to craft villages and high-tech centers exposed students to a wide spectrum of design—from traditional toy-making to futuristic mobility solutions.



February 8, 2025

COLOR IN CONTEXT: UNDERSTANDING EMOTIONAL IMPACT IN DESIGN

Keywords: Heritage architecture, visual storytelling, cultural immersion

SDGs Aligned: SDG 4, SDG 11

Brief: An immersive study tour at Chowmahalla Palace allowed students to analyze historical aesthetics and integrate them into modern design narratives.



February 28, 2025

INDIA'S DIGITAL PULSE: GAFX 2025 EXPOSURE TRIP

Keywords: Animation, gaming, digital design

SDGs Aligned: SDG 9, SDG 4

Brief: Students participated in GAFX 2025, attending sessions on animation, gaming, and VFX, providing a glimpse into India's creative tech industry.



December 9–23, 2024

DESIGN WITH EMPATHY: SOCIAL IMMERSION IN RURAL INDIA

Keywords: Community engagement, social design, rural development

SDGs Aligned: SDG 1, SDG 10, SDG 4

Brief: Foundation students collaborated with rural communities to co-design context-specific, sustainable solutions that address local challenges.



EXHIBITIONS & DISPLAYS

April 10, 2025

ILLUSTRATING IMAGINATION: SEMESTER II'S FASHION NARRATIVES COME ALIVE

Keywords: Illustration, creative expression, cross-departmental critique

SDGs Aligned: SDG 4, SDG 17

Brief: Students showcased fashion illustrations inspired by leading artists, with cross-disciplinary critiques enriching their conceptual development.



April 4, 2025

BEYOND REALITY: EXPLORING AR, VR & MR IN FASHION STORYTELLING

Keywords: Immersive media, digital innovation, fashion-tech

SDGs Aligned: SDG 9, SDG 4

Brief: This exhibit featured projects integrating AR/VR/MR into fashion promotion and design, encouraging innovation in user interaction.



March 4, 2025

FASHION MEETS STRATEGY: INTERDISCIPLINARY DISPLAY OF CONSUMER TRENDS

Keywords: Consumer behavior, merchandising, storytelling

SDGs Aligned: SDG 4, SDG 8

Brief: Students presented interdisciplinary work blending fashion merchandising with representation techniques, guided by design and business faculty.



March 13, 2025

COSTUME AS CHARACTER: MASTERCLASS & EXHIBITION ON FILM & FASHION

Keywords: Costume design, cinematic storytelling, film studies

SDGs Aligned: SDG 5, SDG 4

Brief: A curated showcase accompanied by a masterclass revealed how costume design shapes character and narrative in film.



January 28, 2025

SEMESTER-END EXHIBITION: COMMUNICATION DESIGN SHOWCASE

Keywords: Graphic design, semiotics, communication

SDGs Aligned: SDG 4

Brief: Final semester projects in Communication Design reflected mastery in copywriting, visual communication, and critical design thinking.



INDUSTRY & GLOBAL COLLABORATIONS

May 5, 2025 (Launch)

CAPSTONE LAUNCHPAD 2.0: BRIDGING CLASSROOM CREATIVITY WITH INDUSTRY REALITIES

Keywords: Product development, mentorship, innovation

SDGs Aligned: SDG 8, SDG 4

Brief: Industrial Design students tackled real-world briefs in a faculty-mentored capstone, developing prototypes for a partner company.



April 25, 2025

SALESFORCE JURY SHOWCASE: DESIGNING FOR THE FUTURE OF AI

Keywords: AI, design thinking, industry review

SDGs Aligned: SDG 9, SDG 4

Brief: Salesforce mentors and leaders reviewed student projects focused on AI-enhanced user experiences, offering industry-aligned insights.



April 1, 2025

GLOBAL VOICES IN DESIGN: UK-BASED DING LEARNING INSPIRES SOAD

Keywords: International collaboration, design education, academic exchange

SDGs Aligned: SDG 17, SDG 4

Brief: Guests from the UK-based Ding Learning offered global critique and inspiration by reviewing the work of communication design students.



March 3, 2025

AUTO EXPO 2025: WOXSSEN ACCELERATES DESIGN CONVERSATIONS

Keywords: Automotive design, innovation, custom prototyping

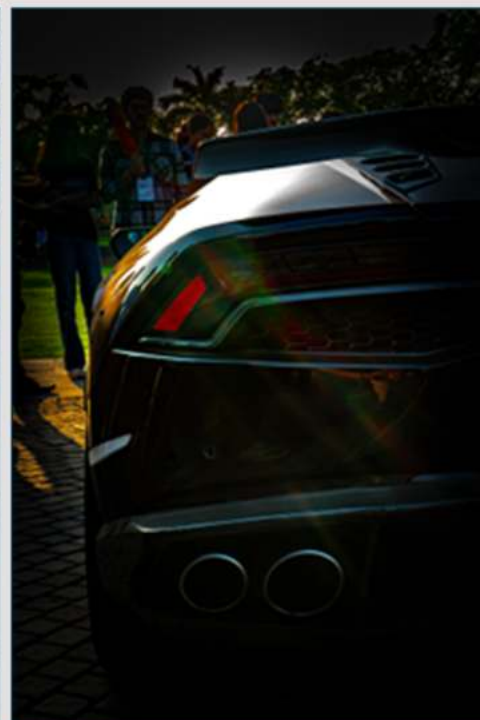
SDGs Aligned: SDG 9

Brief: A student-led automotive showcase featuring cutting-edge car designs and guest talks from industry innovators.



SPECIAL GUEST

Rakesh Kumar (Rakesh Kurapati) is the founder of Fasttracks Car Care, a premier automotive detailing and customization center in Hyderabad. With 20+ years of experience, he specializes in PPF, ceramic coating, and modifications, earning a strong reputation among car enthusiasts. Passionate about luxury cars, he actively shares his automotive insights and experiences.



**COMPETITIONS,
AWARDS &
STUDENT
RECOGNITION**

January 29, 2025

SMIRITI'S WIN: COMMUNICATION DESIGN SHINES AT ERS IDEATHON

Keywords: Ideathon, student award, innovation

SDGs Aligned: SDG 4

Brief: Smiriti's first-place win in the university-wide ERS Ideathon celebrated her innovative design and critical problem-solving.



January 31, 2025

ERS IDEATHON: DESIGNING OUT WASTE IN GARMENT PRODUCTION

Keywords: Sustainability, zero-waste design, circular fashion

SDGs Aligned: SDG 12, SDG 13

Brief: Students won third prize with a sustainability-focused fashion design project emphasizing zero-waste garment construction.



January 31 & February 2, 2025

FASHION FOR PURPOSE: NATIONAL RECOGNITION AT IIT DELHI

Keywords: Functional clothing, occupational safety, social innovation

SDGs Aligned: SDG 3, SDG 8

Brief: SOAD students were shortlisted in IIT Delhi's Functional Clothing Contest for apparel designs addressing practical labor challenges.



January 25, 2025

BIOPLASTIC BREAKTHROUGH: ETHOS FOUNDATION GRANT FOR ZOENIX

Keywords: Bioplastics, sustainability, environmental design

SDGs Aligned: SDG 12, SDG 15

Brief: A ₹90,000 grant was awarded to students for their biodegradable event tableware project, showcasing eco-friendly design.



January, 2025

LEADERSHIP IN ACTION: SOAD CLUBS AND STUDENT RECOGNITION

Keywords: Student governance, community building, club leadership

SDGs Aligned: SDG 4, SDG 16

Brief: SOAD clubs were recognized for leadership and excellence, strengthening the university's student-led initiatives and vibrant campus culture.



CONCLUSION: SDG ALIGNMENT SUMMARY

Across 30+ major academic activities from December 2024 to June 2025, SOAD's impact aligns with **13 of the 17 United Nations Sustainable Development Goals (SDGs)**. The most frequently addressed include:

- **SDG 4: Quality Education** (in 100% of activities)
- **SDG 9: Industry, Innovation & Infrastructure**
- **SDG 12: Responsible Consumption & Production**
- **SDG 8: Decent Work & Economic Growth**

This alignment reinforces SOAD's mission to educate design leaders who are not only academically accomplished but also socially and environmentally responsible. Through academic rigor, global partnerships, and immersive experiences, the School is shaping a generation of designers prepared to tackle the grand challenges of our time.

INTERNATIONALISATION

R E P O R T

SOAD INTERNATIONAL A C T I V I T I E S



STRATEGIC APPROACH TO INTERNATIONALISATION

SOAD's internationalisation strategy aims to cultivate global design perspectives, expand cross-cultural collaborations, and embed global competencies in design education. Through structured partnerships, faculty residencies, COIL programs, international workshops, and student immersions, SOAD continues to strengthen its global footprint. This report captures the outcomes and strategic value of international engagements conducted from July 2024 to June 2025.

QUANTITATIVE SUMMARY & STRATEGIC INSIGHTS

- Total International Visits: 9
- Countries Represented: **USA, UK, Canada, Sweden, South Africa, Netherlands**
- Visiting Experts: 10
- COIL Collaborations: Italy, Egypt, Netherlands
- Student Immersions: Manchester Metropolitan University (UK)
- Key Themes: Sustainability, Design Thinking, Healing Environments, Typography, AI, and Global Brand Partnerships
- Institutional Value: Strategic visibility, research collaborations, and international branding strengthened SOAD's global position.

INTERNATIONAL ENGAGEMENT HIGHLIGHTS

June 16, 2025

DESIGN FOR SUSTAINABILITY: CREATING IMPACT THROUGH THOUGHTFUL INNOVATION

Prof. Satyakam Sharma from the Savannah College of Art and Design (SCAD) conducted two key sessions: a hands-on workshop on 'Design for Sustainability' focusing on impact-driven innovation, and a roundtable attended by faculty from multiple schools. The initiative fostered a university-wide dialogue on sustainable design thinking and application.



March 31 – April 6, 2025

STRATEGIC VISIT OF DR. TONY REEVES AND PHIL GOMM, INDIA & UK PARTNERSHIP

Dr. Tony Reeves and Phil Gomm (UK) led a high-impact international visit that included a workshop with Pathsetter.AI, an EdTech summit, and co-creation activities with Vista International School. Their engagements culminated in an interdisciplinary symposium focused on AI's role in transforming STEM and business education, co-hosted by the Centre for Learning Design.







As part of Woxsen University's global academic engagement initiative, **Dr. Tony Reeves and Phil Gomm** from Ding Learning, UK, visited the School of Arts & Design for a week of high-impact collaboration and cross-disciplinary dialogue. Their visit was anchored in Woxsen's transformation roadmap and featured deep academic interactions with the Dean and faculty, including a **project walkthrough** that highlighted student innovation and the evolving design-learning ecosystem. A key highlight was their **workshop with Pathsetter.AI**, where they engaged students in solution-driven thinking and entrepreneurial exploration tailored to India's creative economy. The duo also co-led an **International Symposium** titled "Transforming Business & STEM Education with AI," bringing together insights from Woxsen's Centre for Learning Design, the School of Business, and the School of Technology. Their outreach extended to the next generation of learners through a **Co-Creation Workshop at Vista International School**, encouraging design ideation through the lens of future-thinking. The visit culminated with active participation in the **EdTech Summit at T-Works**, where discussions around AI's role in redefining content delivery and learning models positioned Woxsen as a forward-looking academic innovator. This visit not only strengthened institutional synergies but also reinforced Woxsen's leadership in global education transformation through design, technology, and entrepreneurship.



April 13 – 19, 2025

ROOM FOR HOPE – RETHINKING SPACES FOR CANCER CARE

Dr. Ann Atlas Founder | Atlas Development Strategic Director | Mavatar

Dr. Ann Atlas (Sweden) conducted the 'ROOM for HOPE' symposium, showcasing alternative spatial models for cancer care. She emphasized the transformative power of design in healthcare, shared best practices from her Swedish projects, and inspired students to think beyond clinical settings in designing for wellness.



ROOM for HOPE – Rethinking Spaces for Cancer Care was a landmark initiative hosted by the School of Arts & Design at Woxsen University, in collaboration with **Dr. Ann Atlas**, Strategic Director of Mavatar and former Head of Innovation at Bristol Myers Squibb (Stockholm). Held in April 2025, the session brought together students, faculty, and international experts to explore how design can transform clinical environments into spaces of dignity, comfort, and healing. Drawing from her pioneering work with mobile care units and patient-centered design models in Sweden, Dr. Atlas led a powerful dialogue on the **emotional and functional duality** of healthcare spaces. Her interaction with students extended into the design studios, sparking interdisciplinary conversations on how spatial design can contribute to holistic well-being. This initiative holds the potential to evolve into a **globally collaborative research and design program**, positioning Woxsen as a thought leader in healthcare innovation, and bridging design, medicine, and community impact at a systems level.

January 21, 2025

DESIGN MEETS INNOVATION: SALESFORCE TEAM ENGAGES WITH SOAD STUDENTS

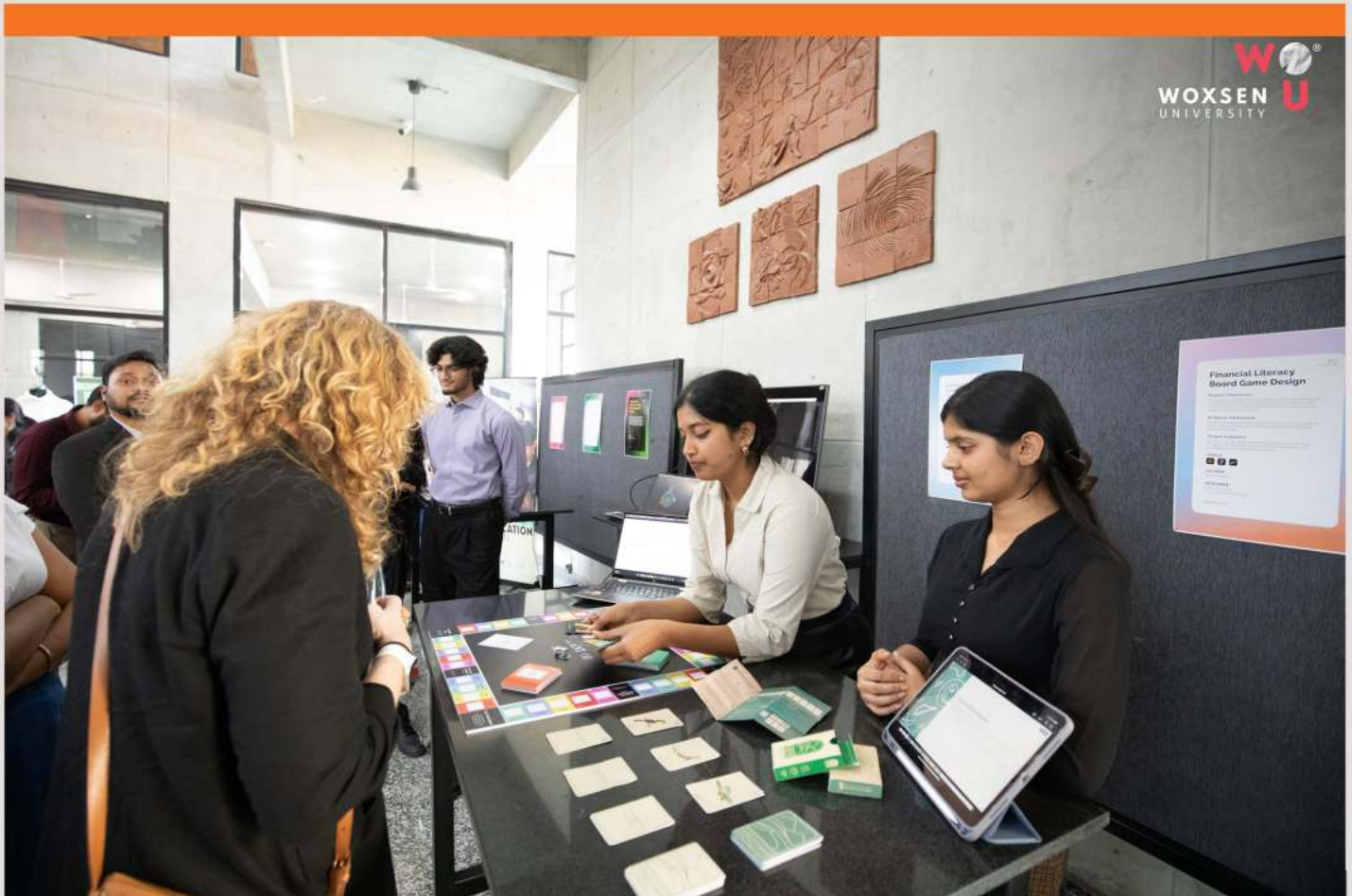
The **Salesforce UX leadership team**, including Jennifer Bove, Adam Doti, and Parag Trivedi, visited Woxsen to review student portfolios, offer design critiques, and initiate planning for a collaborative project with SOAD. Their visit reaffirmed Woxsen's growing relevance in the global UX and digital innovation space.







Design Meets Innovation: Salesforce Team Engages with SOAD Students marked a pivotal moment in Woxsen University's industry-academia collaboration agenda. On **January 21, 2025**, the global UX leadership team from Salesforce—**Jennifer Bove, Adam Doti, and Parag Trivedi**—visited the School of Arts & Design for an immersive session with students and faculty. The engagement featured portfolio reviews, live feedback sessions, and strategic discussions around a potential **collaborative design project**, positioning SOAD students at the intersection of enterprise technology and user-centered innovation. Salesforce commended the school's future-forward curriculum and creative energy, opening doors for future mentorship, internship pathways, and co-branded global initiatives. This interaction not only validated SOAD's industry relevance but also laid the groundwork for a long-term partnership that could influence product design, service systems, and the future of enterprise UX at scale.





January 6 – 8, 2025

TREND FORECASTING FOR FUTURE-FORWARD DESIGNERS

Mr. Vikas Sethi, CMF Designer at Aston Martin and SOAD Adjunct Faculty, conducted a 3-day workshop on Trend Forecasting. Students engaged in creating trend boards, decoding signals, and visualizing future product possibilities. The event bridged design with business foresight and cultural intelligence.



The "**Trend Forecasting for Future-Forward Designers**" workshop, held from **January 6–8, 2025**, was a dynamic, cross-disciplinary initiative led by **Mr. Vikas Sethi, Senior CMF Designer at Aston Martin and International Adjunct Faculty at SOAD**. Designed for students across all design disciplines, the three-day session equipped participants with practical tools to decode emerging cultural and consumer signals through **mood boards, trend mapping, and PESTLE analysis**. The workshop bridged aesthetics with strategic foresight, empowering students to align design thinking with future market realities. Beyond classroom learning, this engagement introduced a global industry lens to curriculum delivery and laid the foundation for **a dedicated foresight and trend lab at SOAD**—enabling long-term integration of trend intelligence into academic projects, industry collaborations, and innovation pipelines.





January 6, 2025

VERNACULAR TYPOGRAPHY: FROM ROOTS TO REACH

Prof. Archana Shekara (Illinois State University, USA) explored typographic heritage with students in her session, 'Vernacular Typography: From Roots to Reach'. The event deepened understanding of how local scripts and traditions can influence and shape global design conversations.

"Vernacular Typography: From Roots to Reach", conducted on **January 6, 2025**, was a compelling session led by Prof. Archana Shekara from Illinois State University, USA, with 6th-semester Communication Design students at SOAD. The session explored the cultural significance and design potential of regional scripts, encouraging students to reimagine traditional letterforms as powerful tools of contemporary visual communication. Through engaging examples and dialogue, the workshop illuminated how **typography rooted in local identity** can achieve global resonance. This initiative not only deepened students' appreciation for indigenous design languages but also sparked interest in developing **a long-term research and publication project on typographic heritage**, positioning SOAD as a hub for critical discourse on design, language, and cultural preservation.



December 14 – 22, 2024

INTERNATIONAL FACULTY RESIDENCY PROGRAM

Prof. Tsholofelo Tshabadira from South Africa led multiple lectures blending design and law, delivered a keynote on energy conservation, and participated in design critiques and student showcases. Her residency fostered rich interdisciplinary and cultural exchanges.



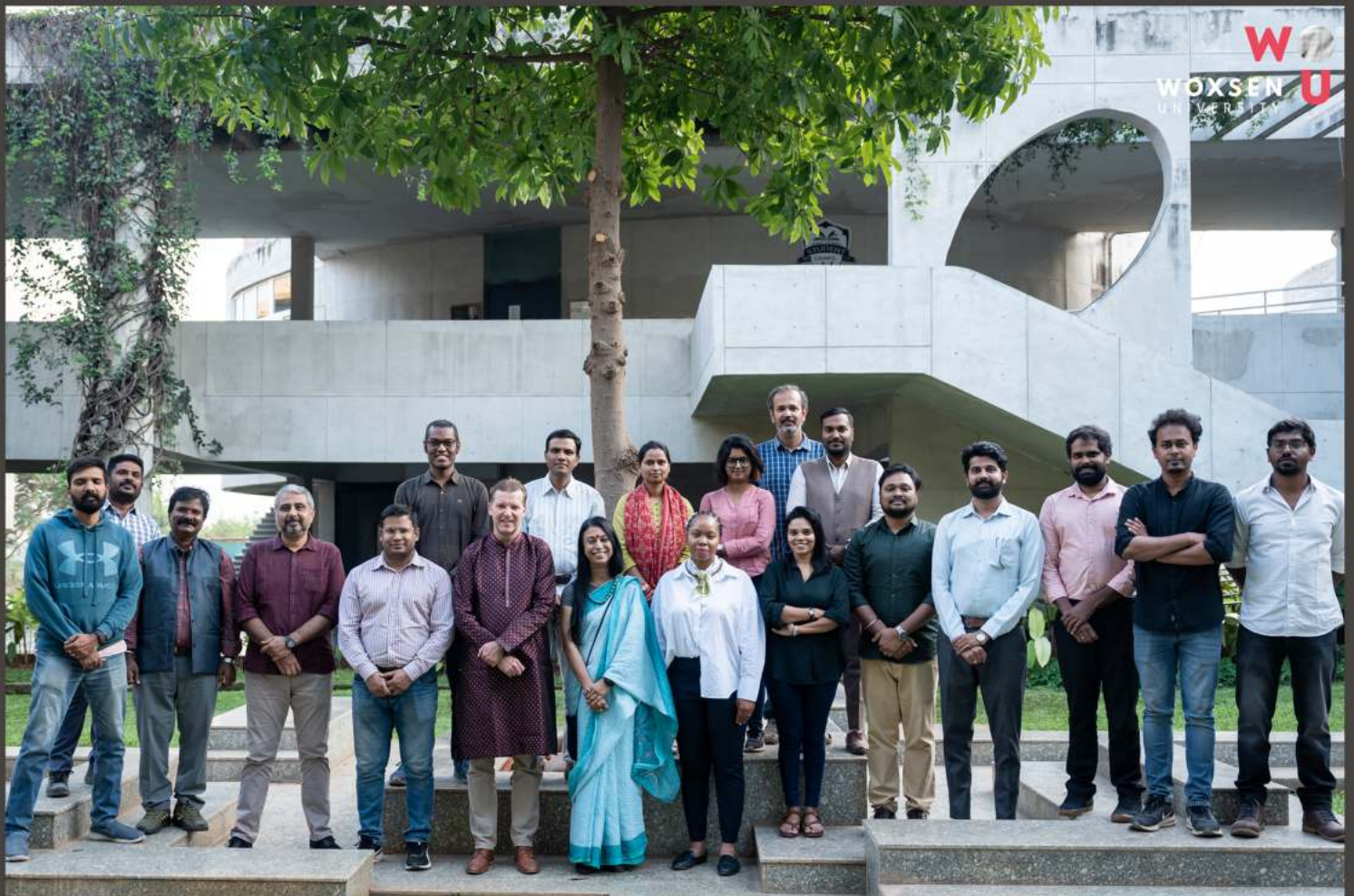
As part of the International Faculty Residency Program, the School of Arts & Design at Woxsen University was pleased to host **Prof. Tsholofelo Tshabadira** from the Central University of Technology, South Africa. Her visit was a dynamic blend of academic enrichment, interdisciplinary collaboration, and cultural immersion. Prof. Tshabadira delivered a compelling series of lectures on **"Marketing Strategies & Design in Law"** to students at the School of Law, showcasing how creative frameworks can elevate legal education. Her keynote address on **Energy Conservation Day** aligned with SOAD's ongoing ERS initiatives, reinforcing the intersection of ethics and design. The week included strategic discussions with Deans of SOAD and SOL, in-depth **project walkthroughs**, and interactive dialogues with students and faculty, deepening pedagogical exchange. She also participated in community events, including the **Social Immersion Display and a cultural tour of Shilparamam**, offering her a holistic view of Woxsen's socially engaged learning environment. Prof. Tshabadira's presence not only expanded SOAD's global academic network but also contributed meaningfully to its mission of cultivating globally aware, socially responsible design leaders.



December 10 – 21, 2024

**GLOBAL PERSPECTIVES IN LOCAL REALITIES:
PROF. ED OVERES' IMMERSIVE EXPERIENCE AT
SOAD**

Prof. Ed Overes (Netherlands) joined the Social Immersion Program, guiding students through rural documentation, mapping, and participatory research. His engagement helped shape reflective design practice rooted in empathy and community observation.



As part of Woxsen University's commitment to global engagement and experiential pedagogy, the School of Arts & Design had the privilege of welcoming **Prof. Ed Overes** from the Netherlands to participate in the **Social Immersion Project**—a flagship initiative designed to blend academic inquiry with grassroots cultural exploration.

During his visit, Prof. Overes joined students and faculty on a deeply immersive journey into rural India, witnessing firsthand the transformative power of design education rooted in real-world experiences. His involvement added a global dimension to the project, fostering cross-cultural dialogue and expanding the project's educational reach beyond national borders.

About the Project:

The Social Immersion Project is a semester-long experiential module where students engage with India's diverse socio-cultural and environmental contexts. Through activities like **mapping, sketching, journaling, and community interaction**, students gain nuanced insights into rural ecosystems and design's role in shaping inclusive futures.

Prof. Ed's participation underscored the global relevance of such pedagogy—where **design thinking, empathy, and observation-based learning** converge to nurture critical, creative, and socially responsible designers.

Highlights of the Experience:

- In-depth exposure to community-led living systems and indigenous knowledge
- Sensory-based learning and contextual storytelling
- Reflections on how local insights can inform global design practices
- Interaction with students during fieldwork, studio conversations, and the final community display

Prof. Ed Overes' visit not only enriched the student learning experience but also reinforced the value of **global academic exchange** in cultivating socially aware design leaders.

This collaboration marks a significant step toward building an international design education ecosystem grounded in empathy, diversity, and impact.





November 18 – 22, 2024

INNOVATION IN ACTION: A STRATEGIC WEEK WITH PROF. DAVID DUNNE

Prof. David Dunne (Canada) led strategic workshops with faculty and startups, launched the David Dunne Design Thinking Lab, and hosted a roundtable on academic innovation. His visit amplified Woxsen's profile in design thinking and global leadership in applied creativity.



As part of Woxsen University's strategic push toward global academic leadership, the School of Arts & Design had the privilege of hosting **Prof. David Dunne** from Canada for a week-long engagement in November 2024. Prof. Dunne's visit was anchored in deep academic dialogue and future-forward innovation, beginning with a **Design Thinking Lab discussion** on vision, strategy, and collaborative pathways with the Industrial Design department. Throughout the week, he led high-impact sessions including a **business leaders' roundtable at T-Works**, a **design thinking workshop with startups**, and exploratory meetings with Dr. Hemachandran, AI & Bloomberg Lab on future partnerships. A highlight of the visit was his keynote lecture, **"Redesigning Value,"** delivered during a thought-provoking roundtable discussion on academic innovation and its real-world applications. The inauguration of the **David Dunne Design Thinking Lab** marked a milestone for SOAD, reinforcing its role as a national hub for design-led problem-solving. His visit concluded with stakeholder engagements at **United Way Hyderabad and Salesforce**, strengthening Woxsen's global network in innovation and impact-driven education.





**To know more about Woxsen University
and the School of Arts and Design**

<https://woxsen.edu.in/>

School of Arts & Design Blog:

<https://woxsendesign.art>

Digital Archival Platform to access the best projects:

<https://portfolio.soad.co.in/>