



**GRADUATE  
DIRECTORY  
2008**



GRADUATE  
DIRECTORY  
2008



## THE SYMBOL

Indus Valley School of Art and Architecture is a centre of learning in the field of visual arts. The history of visual language of our heritage reflects a dynamic continuity and a rich diversity of idiom. The elements considered for the conception of an image to symbolize an identity for the Indus Valley School of Art and Architecture are based on the primary sources of life.

*Water*, a symbol of knowledge, its acquisition and dissemination.

*Waves*, a cyclical motion.

*Tree*, a symbol of growth of vision.

Geometric patterns unify space in a rhythmic order.

Sculpted spaces symbolize the sky, environment and limitlessness of human possibilities.

**Zahoor-ul-Akhlaq (1941-1999)**

The Indus Valley School of Art and Architecture was founded in 1990 by a group of prominent architects, designers and artists who believed that Karachi was in critical need of a school of excellence, encompassing the disciplines of Fine Art, Design and Architecture.

The School is registered as a not-for-profit, non-commercial institution and is managed by an Executive Committee through the Executive Director under the overall control of an independent Board of Governors. The Governor of Sindh is the patron of the School.

Indus Valley School was granted an independent charter by the Government of Sindh in June 1994, thereby empowering it to award its own degree. It was the fourth institution of higher learning in the private sector in Pakistan to be given a university status.

Admission to the School is strictly on the basis of merit as determined through an aptitude test and interview.

The scholastic requirement for eligibility is an intermediate pass with a minimum of 'C' or an A-Level pass in two subjects (other than English) or an International Baccalaureate.

The Indus Valley School of Art and Architecture is dedicated to much more than producing technically competent artists, designers and architects. It strives to motivate and guide students to cultivate their minds, to be curious, to think for themselves and take independent positions; to respect knowledge, with humility; to keep themselves open to sources of experience and learning; and to be politically aware and socially responsive. The School attempts to integrate students from diverse cultural, ethnic and socio-economic backgrounds.

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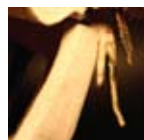
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Designed and co-ordinated by  
**Ambreen Dar, Amir Mirza & Mehwash Zaidi**  
Faculty (Department of Communication Design)  
Portraits Photographed by  
**Mariam Mahmood, Warda Umar & Mahmood Ali Ahmed**





DEPARTMENT OF  
CERAMIC DESIGN





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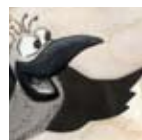
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#### LALA LAND

The work is an exploration of the wonder and marvel of the three wheel rickshaw. Having a whimsical character and an individual personality, it implies an exciting adventure. The thesis project portrays my interaction with street culture through ceramic processes. The work holds a surreal view of the congested streets of Karachi where rickshaw brings a thrilling experience.



DEPARTMENT OF  
COMMUNICATION DESIGN





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#### TILISM-I-HOSHRUBA

My thesis is about promoting the Middle Eastern legendary story, The Land of Spells (Tilism-i-hoshrub), in the form of modern illustration. The Land of Spells is a magical tale which talks about the battle between the Good and Evil, where Good conquers the Evil by extreme trickery.



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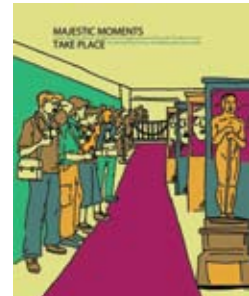


### IGNITE YOUR PASSION

In today's world we are all aiming towards something that is higher, stronger and faster. In a market where the bars are raised everyday, the competition is becoming tougher and more aggressive. And in all this chaos how does one excel or stand out?

The answer is simple: passion.

My thesis aims to inspire people to chase their passion and through that, excel in whatever they choose to do.

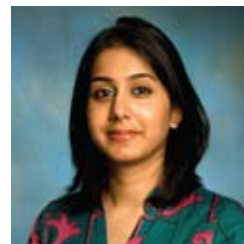




ADEELA BADSHAH

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#### MEREY BAAP KA KARACHI

Karachi is the loitering pedestrian on a road or the person urinating on the corner of your street. It is a selfish attitude that helps us achieve our goals via short cuts and then lets us blame it on the government. 'Meray baap ka Karachi' is an exhibition of photorealistic posters that portray the negative in a sarcastic light and which strive to penetrate the hard shell of indifference we have gradually built up over time.

AHMED ANSARI

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## BLACK & WHITE

Through the creation of an online simulated interactive narrative, my thesis attempts to create awareness of the concerns and impact communication design and designers have on an increasingly visual world, by setting up an alternate reality where designers rule as gods by virtue of being able to physically manipulate precepts like form, color and type.





Did you know your plastics would outlive you a thousand years?  
Plastic bottles are not only non-biodegradable, but they also release toxic pollutants into the atmosphere. Despite this, it is estimated that 17 billion gallons of bottles are used annually.



AYESHA ALVI

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## BITE THE BULLET

Excessive consumption of certain commodities and the indulgent human behavior in general is increasingly affecting the natural world. We are using up natural resources to the point of depletion, polluting our surroundings to the point of despair. My project is an awareness campaign, a reminder that there is a strong link between our lives and our surroundings. My concept is based on an observation that the war to save the environment is perhaps the most difficult struggle we have ever fought, for this time the war is within ourselves. We are the enemy, just as we are the allies.

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ONE- A whole lot of ONE'S add up- think positive be positive  
Very often we tend to underestimate the power of the individual, and instead with a hopeless sigh blame the "society". What we fail to remember is that society itself is made up of individual like us. Who either with their good or bad actions brings about a revolution.  
One, is pubic service campaign created by those who wants a positive change in society, and who recognizes that it is simply individual contribution that can bring about a change.





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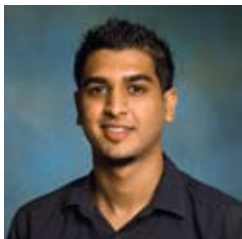
## HYDRO RIGHTS

The most important tool of mankind's survival is water, wouldn't it be fascinating to hear what it had to say? Hydro Rights is an advertising campaign in which water speaks against the injustice it has borne for many years and proclaims a charter of rights for its own kind.

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Most of us, (myself included) have bought something or the other on a sudden impulse, only to have it lying around collecting dust, or in case of it being a food item, have it expire. My thesis Project aims to have people realize the thin boundary between our wants and our needs, a line which is constantly being blurred by our own greed as well as compelling advertising/ marketing. Through a public service campaign, I would like to make people question as well as realize where their needs end and their wants start.







JIBRAN KHAN

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“What if it was possible for us to evolve our bodies as we meticulously enlighten our minds?”

Welcome to my vision of Karachi. A grotesque, vulgar yet not too distant portrait of what the people would appear to be if their bodies evolved simultaneously with their change of thought.

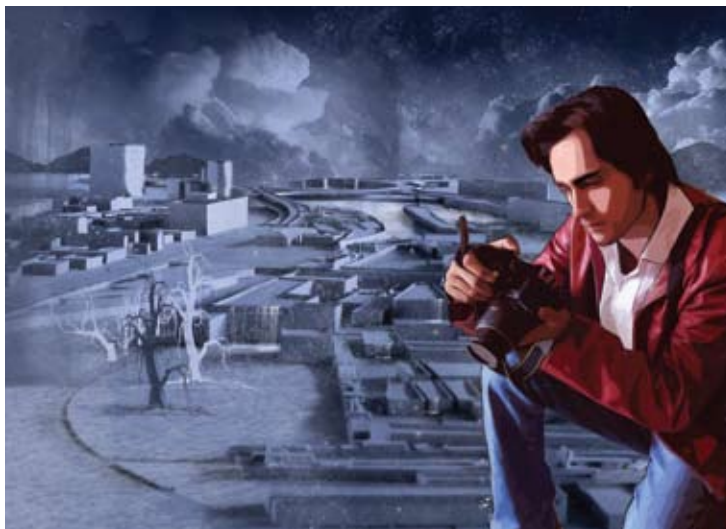
The aim of my comic book mini-series is not just to promote the Urdu language but also to modernize it as Urdu appears dated and an outcast to the youth of Pakistan.



M. SAAD RASHEED

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#### THE INTERLOPERS

The film is about world coming to an end after the year 2012 as predicted by the Mayan Civilization. The plot revolves around a photographer who is blinded by a strange source of light amidst the destruction. He is rescued by some scientists who fix lenses in his eyes and send him back in time to the beginning of the year 2012. His sole mission is to find out the reason of destruction happening around him. The film is an experimental cross between film and comic in which story is told by using sound effects and voiceovers on still images.





MARHABA MUJAHID

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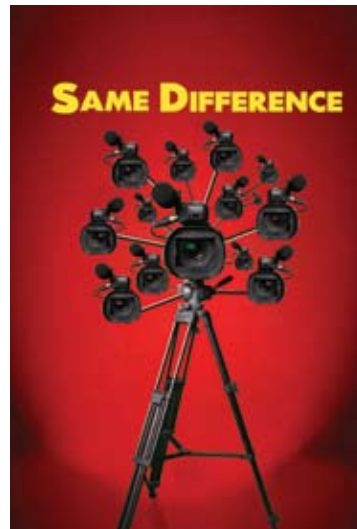
#### DAUR

Pakistanis have faced a lot in the last couple of years and the society has gone into a general mode of depression and. In order to assist the local population in recovering from their miseries and finding an alternative source of income from their own skills, I am aiming to establish a platform called 'Daurr' that provides our nation with a positive motivation, a recreation that a Pakistani can own up to, where their negative energies can be accumulated towards a positive effort. In general it is aimed at leaving a global impact of Pakistanis in the field of sports.

MARIAM ANWAR ALI

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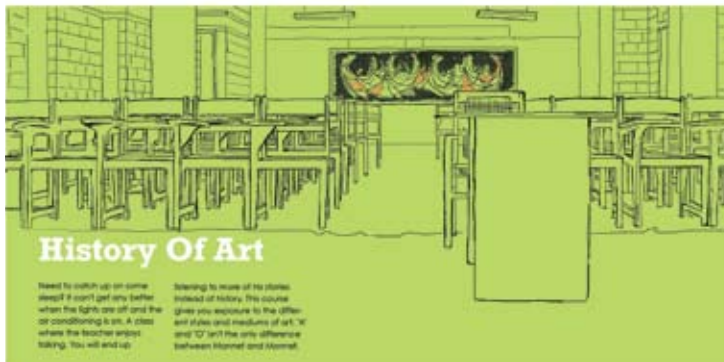
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#### AAP- SUB PE NAZAR

With the uprising Media Boom in Pakistan, an unprecedented number of news channels came into the limelight. They vie to be the first to report the news, be it wrong or right, moral or immoral, true or false it is irrelevant in the race between them. In all this chaos, the authenticity of news comes secondary to the appeal it has to the audience, making the news similar to entertainment. My thesis is a campaign that acts as a sarcastic mirror to the news channels and their particular brand of journalism under the name of "Aap- Sub pe Nazar"





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## SURVIVING IVS

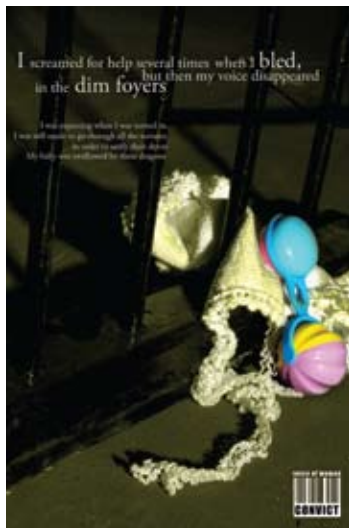
This project aims to depict the transformation that a young high school graduate undergoes at IVS.

The different aspects of the four years at Indus, dealing with the perceptions of the faculty, their attitude, their approaches, their personality and how the students adapt to the requirements which change from awe, to hate, to understand to getting along with and respecting their teachers for their contribution in their process of learning and morphing.

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## CONVICT

An awareness campaign on the problems that women of Pakistan face while they are held prisoners, making people aware of their torturous life and the emotional and physical breakdown that these women have to go through each and every day. One who is leading her life out, in the free world cannot even imagine what it is like to breathe in the horrifying walls of a haunting cell. A cell that does not only make the body a captive, but also confines the soul of a human being to an extent that it completely destroys the physical and the mental condition of a person.





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#### TAX AND THE CITY KARACHI

Karachi being the hub of all activities and paying the largest federal pool of taxation has somehow always been the victim of negligence in terms of basic needs and better living for the citizens. Through the campaign “Exasperation” the public is questioning the government about why they should be paying taxes, when it does not help them in anyway. “Exasperation” is the public awareness campaign raised by the group of general supporters for the people of Karachi. Their aim is to highlight the general problems being faced by the public on regular basis.

NAMRAH FAREED

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We all assume that Shaitan's business is to deviate humans from the right path. In my thesis I'm showing that Mr. Shaitan these days is very happy as his business is really prospering, to an extent that it had never before. This campaign is a sarcastic commentary on all humans. It basically shows how we consider certain acts to be of no importance but does not realize that each little wrong deed has a bigger effect on a whole. Certain things are wrong no matter what justifications do we attach with them. This is a realization that how we are helping Shaitan/evil with every small little sin that we commit.









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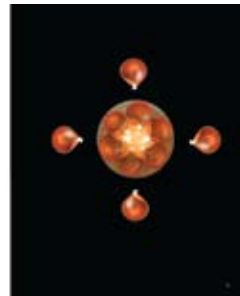
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QABOOL HAI-

Your one stop solution to wedding planning.

The heart of this thesis is the core problem of wedding planning which involves high expenses. This book aims to lower costs providing the reader with schedulers for time management, pre-planned questionnaires for their ease, tips exclusive to planning and more.





NIMRA SAFEER

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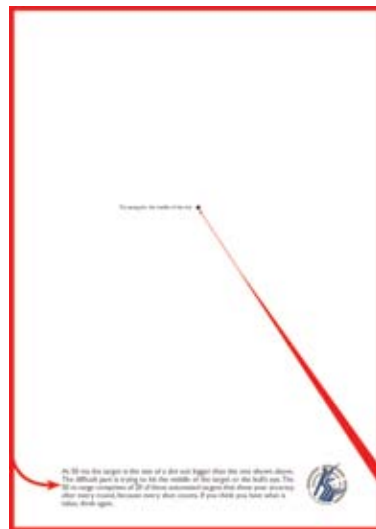
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Children under the age of seven are in the process of growing and understanding things around them. They have the right to explore and experiment and not be treated carelessly. Some parents and teachers have a dismissive attitude, which results to 'Anxiety' in children. Under the umbrella of Pakistan Association for Mental Health (PAMH), I have designed an awareness campaign which will help parents and teachers to understand what a child goes through when anxious.

Through my campaign I also want people to recognize anxiety as a disorder and get treatment if required.

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The topic of my thesis is the promotion of the Pakistan Navy Shooting Range. The Range is an Olympic level, state of the art facility for all kinds of sports shooting events. The Range is under the management of the Pakistan Navy and is located adjacent to the Karsaz Golf Club.

I have been an avid Skeet and pistol shooter for the past three years and I felt that there was a dire need to promote the sport. With the lack of recreational pursuits available in the city, the Shooting Range is a healthy way of creating responsible, law-abiding citizens.





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#### HUMAIM

My work deals with lack of humanity in the current global age. It ventures into the ruthless treatment of people and the repercussions of man's evolution. There needs to be a realization amongst humans that man is not a mere object or animal and one needs to put an end to the prevalent inhumane behavior.

SARA ADIL

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Being grateful is to render ones thanks to someone who has shown favor, to express gratitude and to appreciate. Life is a gift from God but we often tend to forget this fact, as we remain submerged in our daily lives. We rarely realize that whatever we have is because of His benevolence. He is the one who has given us the capacity to do all that we do. It is due to His will that we are what we are today. My thesis campaign is a sampling of some of the things that we must be thankful to Him for.



being a butterfly is destined  
help guide its effect

#### Donate Yourself: Truth

The butterfly effect states that the flapping of a butterfly's wings at one point in the world can, in a complex but a fairly predictable way, at the same time, result in a far away only you can help create winds of change whose knowledge seems more destined to arrive. The first butterfly butterfly.

Orange Cross  
Simplifying. Assisting. Thriving.

TALHA ASIM WYNNE

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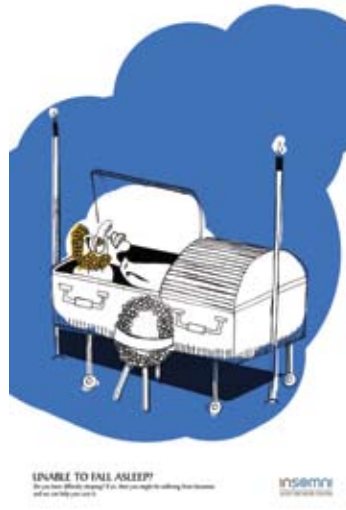
your mind is a battlefield  
harmony in its victim



#### ORANGE CROSS

Suffering exists in many forms and aid is provided to most of it but an eye on self reparation is neglected. The Orange Cross provides these missing aides to the deprived self; Truth, Patience, Tolerance and Knowledge, all of which add up to the forgotten virtue, Harmony.

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[illegible]



## ZARA CONTRACTOR

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A story for children, my thesis follows the journey of a fictitious creature called a Bibbinbob. Blessed with dexterity, emotions and the ability to empathize with situations around him, the creature instead chooses to ignore them, and is left to suffer the consequences.

The purpose of the story is to counteract much of the apathy that we see today, as well as fostering a sense of responsibility for one's actions regardless of how trivial they may seem.



ZARNISH KHAN

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Every action has an equal and opposite reaction, my thesis is also the reaction of an unpleasant experience I went through few months ago when I had to spend 16 days in a hospital. What lies behind those well known institutions cannot be known by people who don't get to see the REAL life/death behind those doors. I set forth to bring out the reality of these well established institutions, a single soul no doubt is not enough to unveil such an atrocity, one needs a whole organization to tackle something like that and I have just the alliance, TANZeem! a pool of creative some bodies ready to change the system with mockery.







DEPARTMENT OF  
TEXTILE DESIGN





ALI AKBAR

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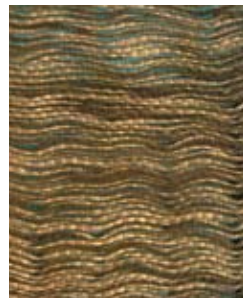


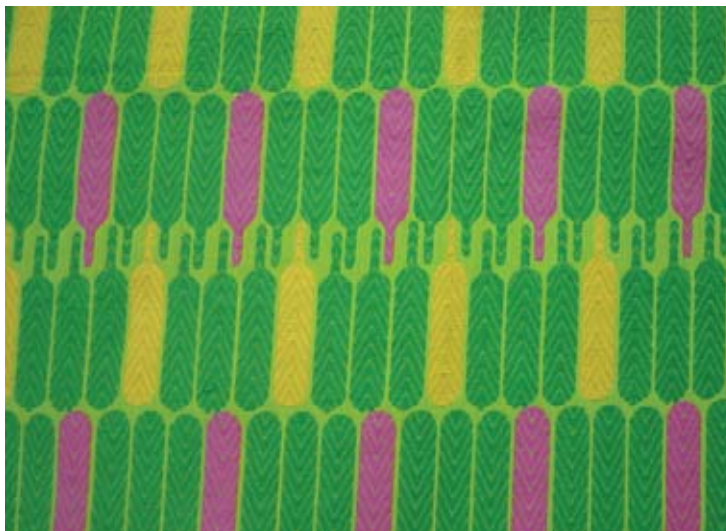
I have taken inspiration from metals, using the color palette to create a collection of treated leather bags.

ALI BHATTI  
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Creative lamps/ light source taking inspiration from birds  
using natural material sisal dyed in natural dye of Katha.





AMNA SULTAN

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For my thesis, I have designed hand woven upholstery with a touch of fun to it by working with a few key words like FUN, VIBRANT, BOLD, PLAYFUL and COLORFUL. My inspiration comes from elements like shoes, bangles, beads, bottles and candy.



FAIZA HABIB

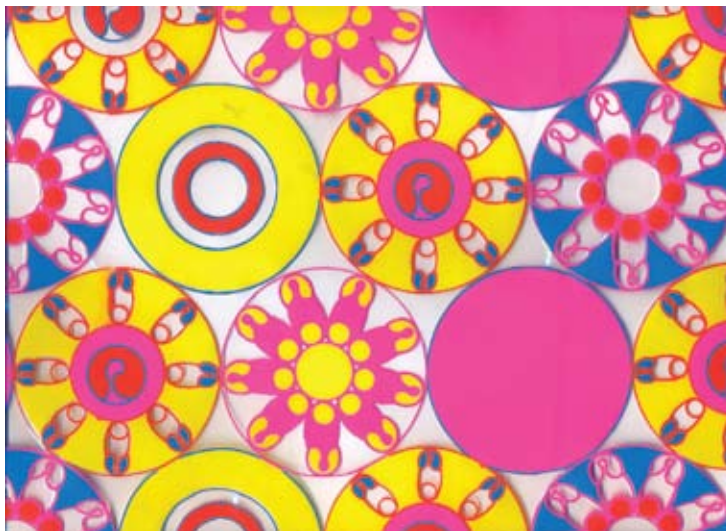
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All forms are similar; yet no two the same. The unpredictable but precise structures within fruits have been my inspiration for my thesis. The patterns and grids within the fruits have been explored and translated onto sheer and silken fabric as flatbed prints for Sarees and Dupattas.





**HIRA HAMEED**

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Everyday objects such as scissors, safety pins and lamps have been explored to create designs for a range of PVC products using a vibrant colour palette.

JAVERIA HAQ

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Creative embroidery-exploring different techniques and stitches and taking the earth as the inspiration for my imagery.





**MALIHA ADNAN**

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My thesis is a collection of hand painted and screen printed dupattas and stoles. I have taken tree barks as my source and using my screens in an experimental fashion created textures with which my source would best come through.

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Afridi inn was opened as a restaurant which offered food the way it was cooked and served at the 'truck addas' on the highways. There was, however, an element missing – the ambience and the feeling of being at a 'truck adda'. My thesis is based on creating that ambience for the people so that they thoroughly enjoy their visit in the real sense of the word as well as be a part of a pleasant environment which they have never before experienced.





MARIA MALIK

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For my thesis I modernized the scenes from “Kangra miniature paintings”, depicting everyday life and I took up “Embroideries of Pakistan” as a source for prints to make a “SAMPLE/SOURCE BOOK”.



NADIA BAJWA

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Using aerial views of land as an inspiration, linear design elements have been incorporated to create a collection of duvets.





NERMEEN ANSARI

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An amalgamation of color, depth and design extracted from the intricate patterns of dragonflies.



NIMAL G.VERHO

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Focusing on the emerging café culture in the city, a series of rotary prints depicting the ethnic rangoli style have been designed for a variety of products.





RAMSHA KHAN

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You look at a rose and its fragility brings to your mind the feminine facet of womanhood. The drapery of its petals on the stem and the folds of the 'Saree'-the most select form of apparel, for women has been brought together in this collection.

SAANA MOHSIN

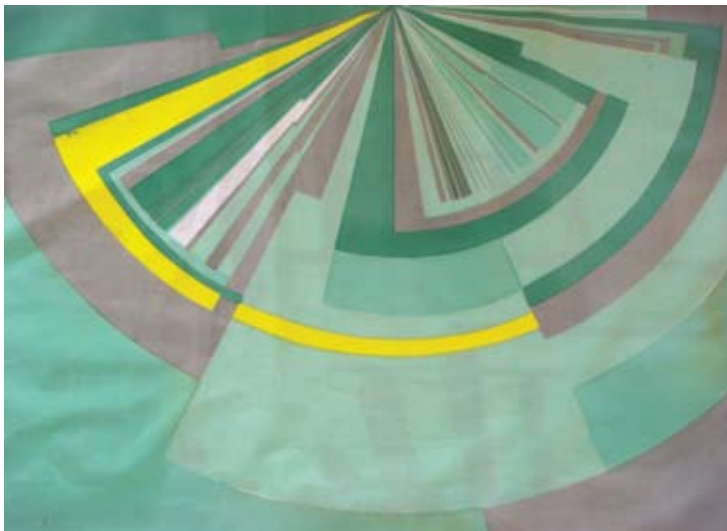
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The inspiration for my lamps are the meticulously crafted bird nests. These are more than just luminous sculptures, they add to the mood and atmosphere of any interior space. Different materials, prints and textures are explored in creating these lamps to mimic nature in its most appropriate form. The colour scheme of whites and off-whites are chosen to keep it simple and to better understand the form that nature rouses. The function of lighting an environment is coupled with the form of a bird's nest to offer a stylistic and sophisticated homage to nature.





SADIA HUSSAIN

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Taking inspiration from travel and movement in roads, bridges, staircases and tunnels, a collection of duvet sets have been created using a visionary colour palette.

SAMAN MOHSIN

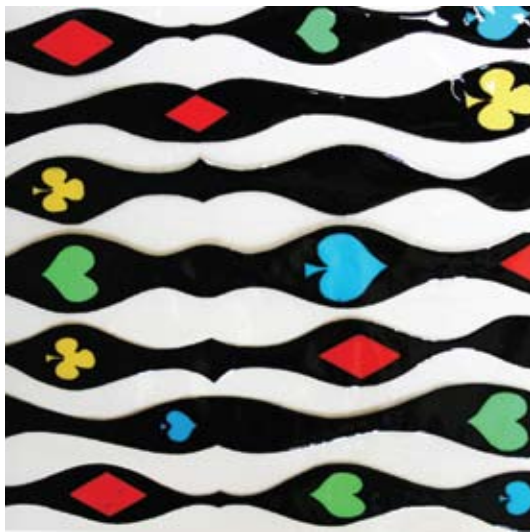
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Urdu 'huroof' are the inspiration behind my thesis. I have designed a series of interactive play tents depicting them through animals which will make learning Urdu fun for children.





SAMINA MANDVIWALA

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I have taken inspiration from recreational games to create a collection of shower curtains in rotary prints along with flat-bed designs.



SANA SAMI

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Nature is a blend of God's artistic creations. Tree barks are an element of nature which capture age of the tree, shows its maturity and strength and its growth reflects its environment. Tree barks texture has been captured on existing armatures through off loom weaving and sculptures are constructed using the characteristics derived from tree barks.





SARWAT KONAIN

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Tomorrow tastes better, beyond limits!

A series of canopies designed for an up coming food promenade articulating a futuristic representation of metropolitan Karachi.



SHAHID AKHTAR

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Woolen multiple products in strips and grid composition,  
inspired by the colours of autumn.





SIDRA GHORI  
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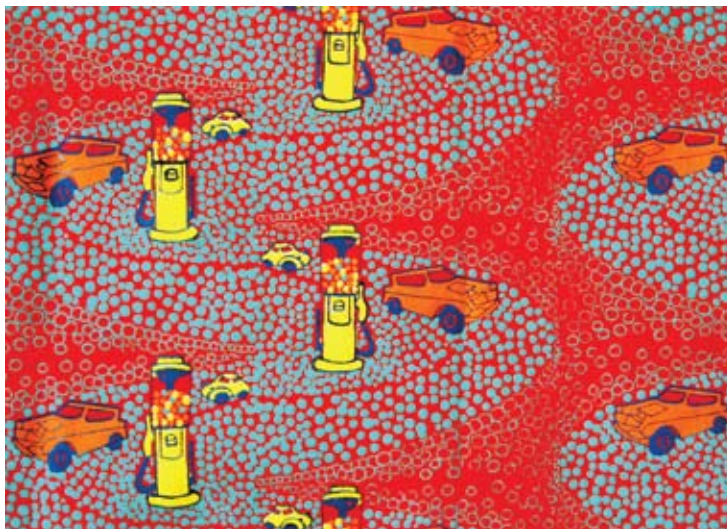
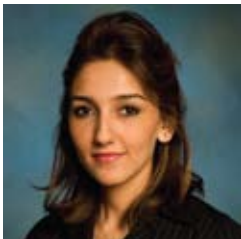


My thesis consisted of screen printed tablecloths inspired by birds and elements of design.

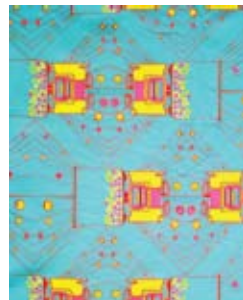
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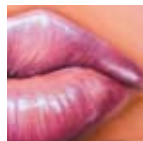
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My thesis source is candy. I have designed a collection of rotary prints with a candy inspired palette and forms. Each kind of candy has in turn been designed with a theme according to its shape and how I can perceive it. Keeping young girls in mind, the prints are suggested for a number of products in different materials.







DEPARTMENT OF  
FINE ART





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"I have no way of finding out,  
Should I fight the winds or lower the sails?"- Naeem Pasha

Questioning my own boundaries and feeling secure yet  
trapped within them, and still wishing to go beyond them.



EMAAN MAHMUD  
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Woolen multiple products in strips and grid composition,  
inspired by the colours of autumn.





HINA FAROOQUI

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My work deals with camouflaging an experience so it reflects a personal rendition of an actual reality.

MALIKA ABBAS

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With Islamic manuscripts as my inspiration I am trying to create workings for a more equal society. With the use of a circle and a square and the concept of pattern making through an archetype, I'm trying to say how men and women are unique in their own ways but compliment each other and thus should be treated as equals unlike the scientific myth stating that men have a larger brain than women.





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National identity amidst political turmoil

NAJIA TARIQ

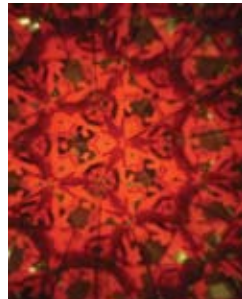
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“Life unfolds from the center,  
New beginnings emerge from the breakup of past forms,  
All things turn and spin and change,  
Endlessly rearranging themselves.”

Linda Joy





NATASHA NEWCOMBE

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"Most beautiful but dumb girls think they are smart and get away with it, because other people on the whole, aren't much smarter:"

Louise Brooks

NUMRAH JAVAID

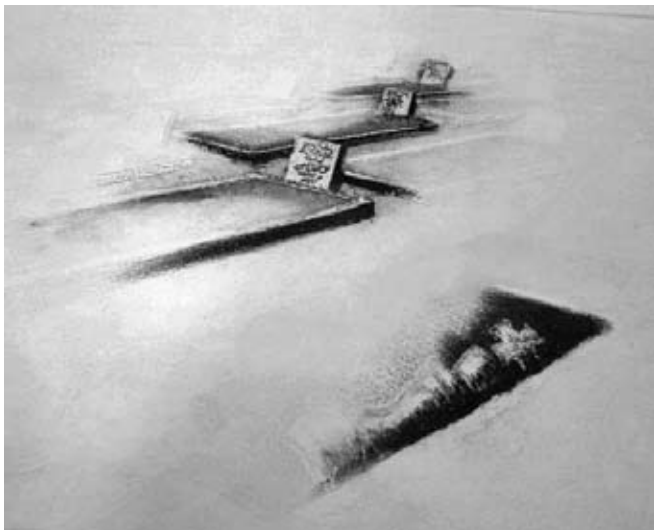
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Like the appearance of a mushroom a world of memories  
comes to life before me but fades away as I grow closer...





RABIA ASHFAQUE

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The whole idea of life is of a game we play with each other, trying to outwit and outlive one another. In this fierce battle to the grave, one quite forgets the 'gravity' of the situation, until it is almost too late.

My work deals with this narrative.



SYED AMMAD TAHIR

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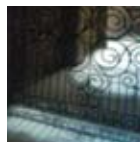
syedammadtahir@gmail.com



Here is an urban myth that deals with people and Karachi, in a twisting state of metamorphosis.

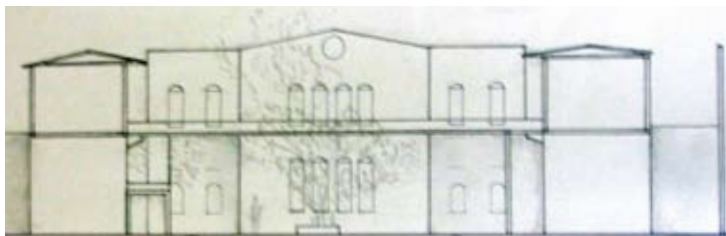






DEPARTMENT OF  
INTERIOR DESIGN





The idea is to design a relief space in the middle of a high stressed zone that is I-I Chundrigar road. I want to bring back nature where it lays forgotten and barely visible such as urban centers by counteracting high pressure activity with nature which is calming and relaxing in its essence. The shell is a heritage building located at II Chundrigar Road which is currently home to offices. I want to activate it by introducing the function of a day retreat which is a SPA / Salon that caters to the executives at I-I Chundrigar and adjoining areas.

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SAMIA IQBAL

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#### REVITALIZATION OF 'CAFÉ GRAND'

"The world choreographs you on the stage of senses and your feelings show how well you have performed."





TANIA SALIM MAYANI

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#### THE SPIRIT AND LIFE EXHIBITION

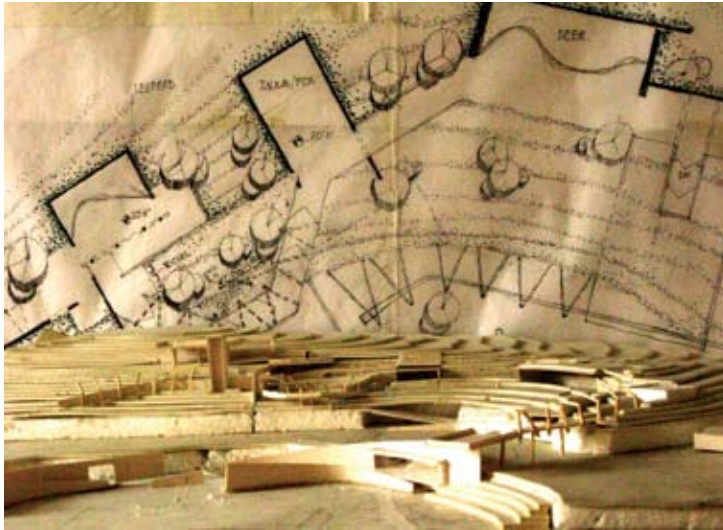
The organizing principle of the exhibition is the concept of the whirling dervish who represents the mystical journey of the man's spiritual rise through love, finding the truth, arriving to the perfect and then returning from the spiritual journey as a man who can celebrate and serve the whole creation . The aim of the design is to let the visitors enter into a dynamic exhibition space that helps them to delve into the depths of the Holy Spirit and observe the discovery and the richness of the Islamic culture through an enlightening spatial experience





DEPARTMENT OF  
ARCHITECTURE DESIGN





ABDUL ALI KHAN

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Exploring animal characteristics in Architectural spaces in an "INTERACTIVE NATURE PARK"

The design provides an interactive learning experience that aims to inculcate respect of wildlife and awareness of environmental degradation in our society.

ANOSH KHURSHID KHAN

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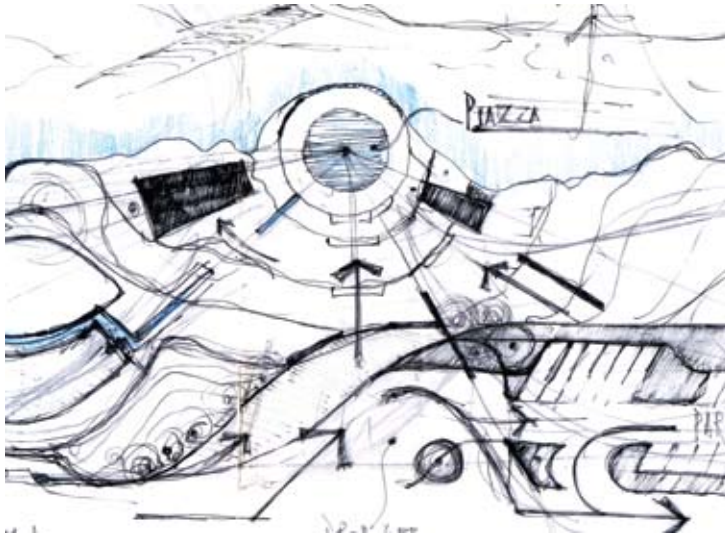


#### RE-CONNECTING BAZAAR TO ITS VERY BEING: AN INTERACTIVE SPACE

A bazaar is a state of activity, as I see it, it prevails in many places. I see it in the order-less chaotic “melas” that celebrate our spring season ever Basant. It is present every Sunday, at the Sunday Bazaar; it lingers in the smell of jasmine flower necklaces sold on the footpath, every time my car stops at the traffic signal.

The intrinsic beauty of a bazaar is in its inherent potential of being an interactive space. Interaction of many forms; from tangibles to the; unseen trade of moods.

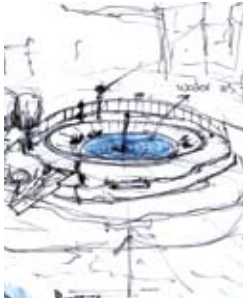




BENEDICT BENJAMIN

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"In the beginning.....the earth was empty and formless.....  
The spirit of God hovers on the face of WATER"  
(Genesis 1:1-2)

All known forms of life depend on water. My architecture  
will make people aware of its importance and let them  
explore water through an experiential journey.

BILAL YOUSUF

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CENTRE FOR VISUALLY IMPAIRED

Thesis exploration: Phenomenology of Architecture





FIZA AFZAL

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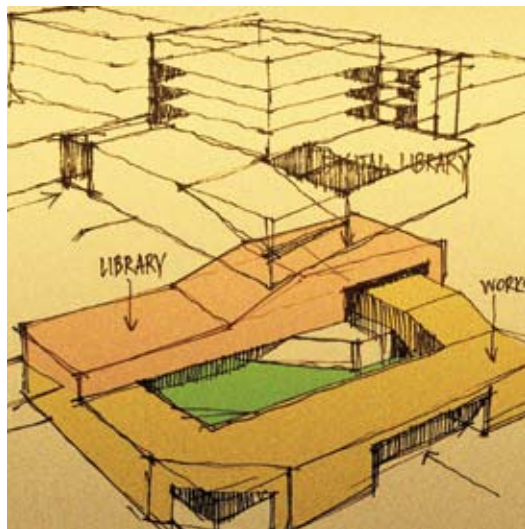
fizaafzal@gmail.com



Food is the necessity for humans but what makes it enjoyable is the way it is cooked similarly architecture is a necessity but what makes it livable is its structure. I am using architecture to express the beauty of our necessity in a Culinary Art Centre.



MUSTAFA MEHDI  
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#### STUDY RESOURCE CENTRE

To create an environment of learning which also embodies the experience of pleasure.





NAVEEN ARIF KHAN

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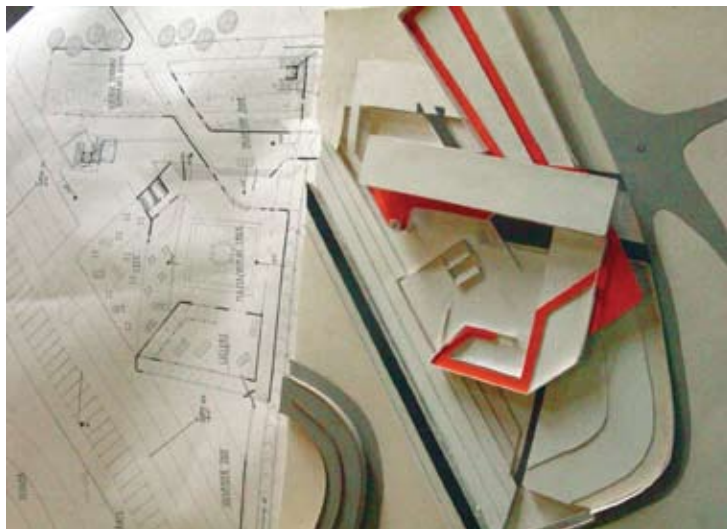
Classical music is a fundamental and rich part of our cultural heritage that is slowly losing its importance and grip in our society. Presently classical music is either taught from homes or kept limited to the music "gharanas". The aim of this project is to revive the culture of classical music in our society by providing an educational institute that promotes it.

A purpose built space that inculcates the knowledge of classical music and also provides a suitable platform for the thriving students who want to learn and understand its potential.

SABA RAFIQUE SHAYKH

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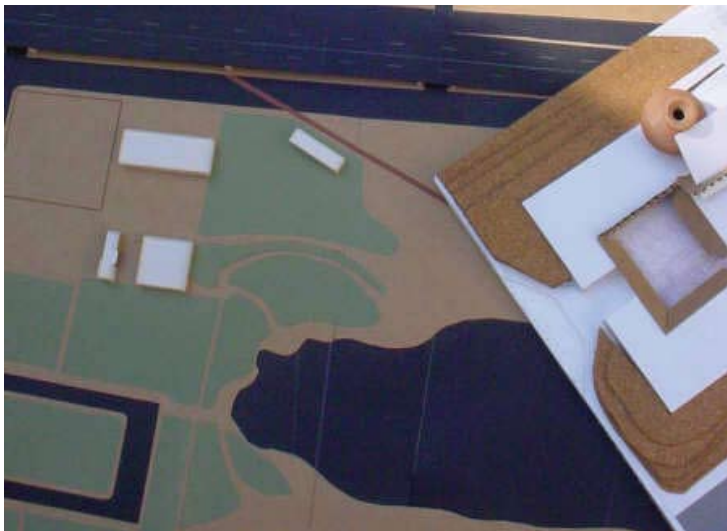
saba\_rafiq@hotmail.com



#### EXPLORING THE PARALLELS BETWEEN ARCHITECTURE AND AUTOMOBILE DESIGN

From overall functionality down to the minutest details, both buildings and cars are constructed expressly in accordance with human needs and comfort requirements. Therefore, there can be a number of parallels drawn and lessons learnt, one from the other.





SAIRA HASAN KAZMI

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#### ARTISANS RESOURCE CENTER

“To Integrate The Athenic Vernacular Of Craftsmaking With Architecture”

The idea is to celebrate and create awareness regarding the rural crafts in an urban setting.

SALMAN JAWED

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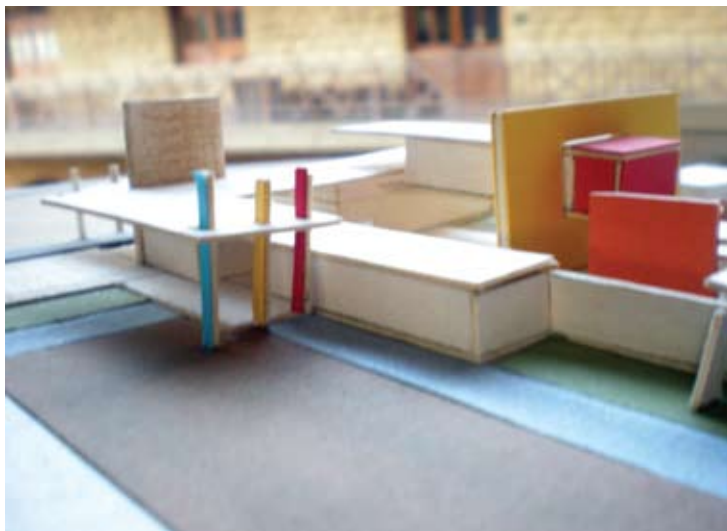
salmanjawed\_arch@hotmail.com



The objective of my project is to inculcate sporting culture in Karachi. I am proposing a National sports park with a Sports museum. By doing so I intend to cultivate new talent, inspire young athletes to hone their skills and maximise their potential.

The premise of my work is movement, and through my design I want to explore and express this simple act of human movement. My architecture will emphasise/exaggerate this very movement, highlighting the energy and life manifested through this motion.





SARAH IBRAHIM

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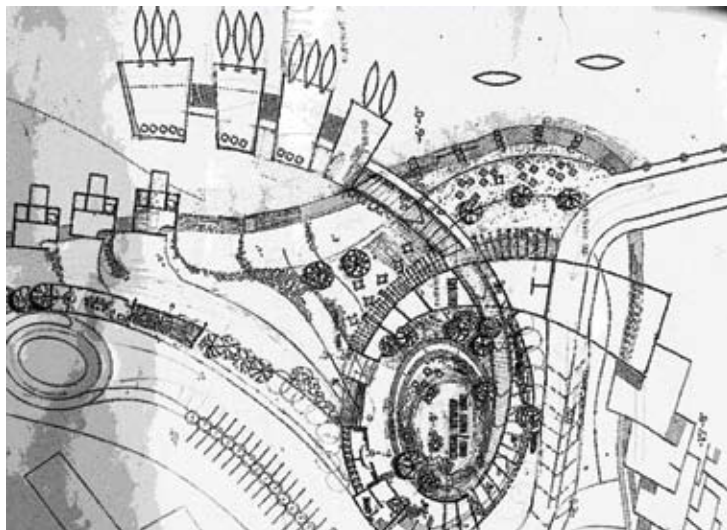
“The creation of an architectural environment conducive to learning through play”

The objective is to provide a space which will stimulate the senses and nurture the intellect and emotions of a child in a recreational space.

SUNDAS TARIQ

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Exploring Architecture that adapts to change in a  
"Recreational Facility at River Indus near Kotri Barrage"

My design provides recreational opportunities to the masses with an experiential journey directed towards the River Indus, which is the main focus of my design. The architecture tends to adapt to the changes in River Indus providing a subliminal learning experience to the users so as to how the river is endangered today.







USMAN MUGHNI

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Designing a facility for ceramists in an existing Kumbhar Garh- My design aims towards replicating the true essence of pottery i.e. the exploration of relationship between movement and time, an orchestration of geometry and nature, which reveals the art of making.



ZEHRA KAZMI

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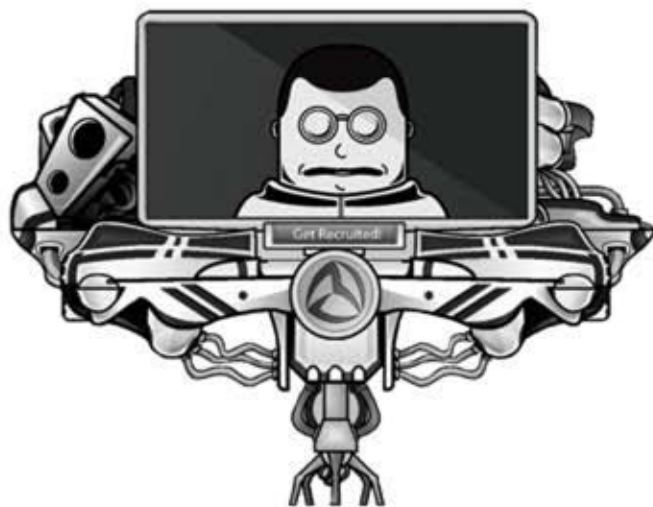
#### PLACES OF GATHERING IN AN ISLAMIC SOCIETY

The communal and architectural relationship of the Bazaar, the Mosque and its user.

A building is a continuous process, a material framework that contributes to human self-esteem, a way of creating living, intimate zones within a large urban structure, or a dynamic, active part of a public space.







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