



Indus Valley School of Art & Architecture  
**GRADUATE DIRECTORY 2009**



GRADUATE DIRECTORY  
**2009**

Designed and Coordinated by  
**Amir Mirza and Mehwash Zaidi**  
(Committee for Brand Communication)

Portraits Photographed by  
**Farah Mehbub, Mahmood Ali Ahmed and Warda Umar**

# departments

COMMUNICATION DESIGN	05
TEXTILE DESIGN	43
CERAMICS	73
INTERIOR DESIGN	77
ARCHITECTURE	85
FINE ART	103

**department of**  
**COMMUNICATION DESIGN**



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### YES- Youth Effort Society

The aim of this project is to observe social problems of Pakistan and move towards a solution. The idea is to make the youth realize that a little effort on their part can bring about a change in society .

**I HAVE THE POWER TO CHANGE**

I am interested in social work and helping people. I have worked hard to pursue my dream of a healthy nation. Soon my help will make a change.

Youth effort society is a volunteer based organization providing our youth with the opportunity to work internationally with NGOs working for various social issues.

**Voluntarily internship Today**

**Yes**  
www.yes-society.org

**I HAVE THE INITIATIVE TO INSPIRE**

I am interested in social work and helping people. I have worked hard to pursue my dream of becoming a financial leader. Soon my help will make a change.

Youth effort society is a volunteer based organization providing our youth with the opportunity to work internationally with NGOs working for various social issues.

**Voluntarily internship Today**

**Yes**  
www.yes-society.org

**I HAVE THE STRENGTH TO SECURE THE FOUNDATION**

I am interested in social work and helping people. I have worked hard to build a healthy nation. I want to help people secure the foundation of a healthy nation.

Youth effort society is a volunteer based organization providing our youth with the opportunity to work internationally with NGOs working for various social issues.

**Voluntarily internship Today**

**Yes**  
www.yes-society.org

Ahmed Aleem  
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## GRIDGUIDES

Gridguides is a workshop for the designers of Pakistan Chawk. This workshop focuses on sharing the basic knowledge of graphic design. The thesis is comprised of educational material and promotion of the workshop.





AHMED SHAJEE AIJAZI

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### Harri Batti

Harri Batti is an activist group campaigning to gather the youth of Pakistan to become sensitive to the situation. It aims at encouraging them to use their minds and senses to come up with the vision for a revolution in the country.





ALIZA JUNEJO  
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### Syasi Kulfi

Introducing a new Kulfi of various flavours. The Kulfi symbolizes a political satire. The punchline of this campaign is not to influence the political process but simply provide entertainment.





ALIZEH HASAN  
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I  
“In the republic of mediocrity, genius is dangerous” Robert Green Ingersoll

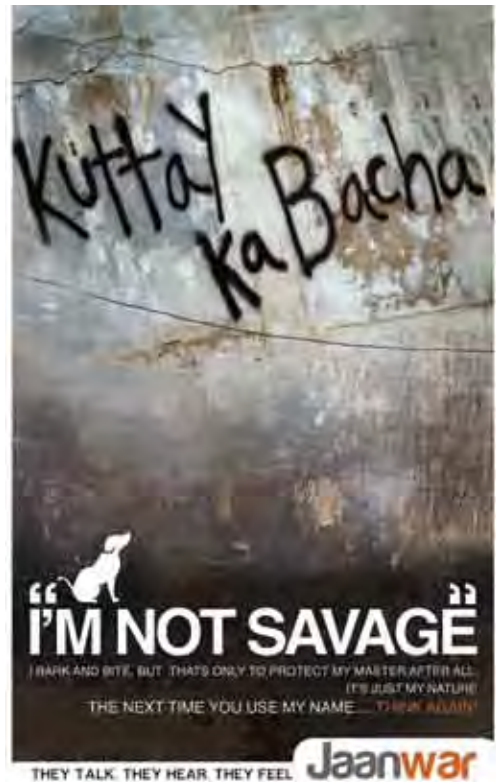


ALIZEY ZAFAR



## JAANWAR

Animals have always played a major role in verbal insults; so much so that mocking people using animal names has become a part of our everyday speech, therefore hampering the image of the animal and people's treatment towards it





AMEERA DURRANI

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## The Culinary Cabinet

The Culinary Cabinet' is a flavourful introduction to the ingredients of the culinary world. It is a guide, a journey that is meant to make the reader experience the flavour of each ingredient in its essence.



ANAM KHURSHID KHAN

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### Baloch Mera Bhai

Pakistan's incessant neglect and indifference towards Baluchistan since sixty three years, has led the Balochi's to demand for an independent state. It is an awareness campaign to make Pakistanis realise the severity of this issue.





AYSHA ZUBERI  
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### The Others

Without knowing people, we think we know what they are. Without knowing their challenges, we think we know what they should do. Its time we become less presuming and more understanding. Its time we walk in The Others' shoe.





BHEEM DASS

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### **One God**

My thesis is to hold a Hindu conference that would clarify this particular misconception amongst Hindus. That there are lots of Gods and clear that there is one God.





FARAH NASIR  
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### Change it of Blame it

TA public service campaign designed to make people realize how they shun their responsibilities by displacing the blame. They contribute to the menace if not by instigating then by blaming everything on anyone but themselves.





FARWA HAIDER  
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### Khaapa

Khaapa is a restaurant, which is based on the theme of 'truck shayiri' My aim is to promote this desi art form which is known for its wit and humor, yet it is generally not explored as widely as some other forms of truck art.





HEENA PATEL  
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### Chocolebi

Chocolebi is an exciting new snack that blends crispy jalebi with tempting chocolate. It combines the flavour of east and west. It is hip, happening and affordable.



HUSSAIN ZAHID  
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huss\_yo@hotmail.com



### **Burhani Furniture**

The term Form Follows Function, is the foundation for modern design. With my thesis, I have tried to embody Modernist Design, not only in my catalogue but also the kind of furniture in it.





KIRAN JONEJO

### Thappa- Do not stereotype

The stereotypical labels have become a part of our everyday vocabulary and we use it without even thinking. In order to bring a change a little thought is needed to discover the real person overshadowed by the label created by us.



MAHWISH IFTEKHAR QURESHI

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## Jugaar

First came IQ and then came Emotional Intelligence, now introducing to you Jugaarr Intelligence. Jugaarr is a coffee table book that documents the word so that our future generations may know our shortcuts to get away with things.





MEHAK AGAR  
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### **Boxed In**

This thesis project is a physical representation of mental blocks/ creative blocks that unfold and reveal ways in which they can be tackled with.

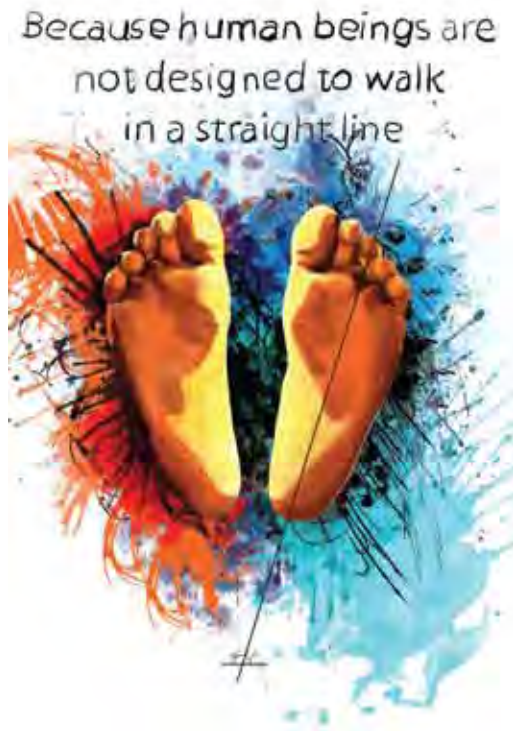






### Individuality

The death of individuality is a gradual process. This process is also known as a person's indoctrination into society. Traditions severely limits our potential. I will give you an insight into the working of an authoritarian culture.





MUHAMMAD ANAM HALEEM

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### Plight of D

This graphic novel is an imaginative visual narrative depicting a designer's struggle to fight against substandard design practices with correct design methodologies.





MOHSIN KAMAL  
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## I-Fraud

I-fraud campaign contains series of posters to create awareness and make people realize how fraud is a part of our society and we let it happen by giving others a chance to deceive us.

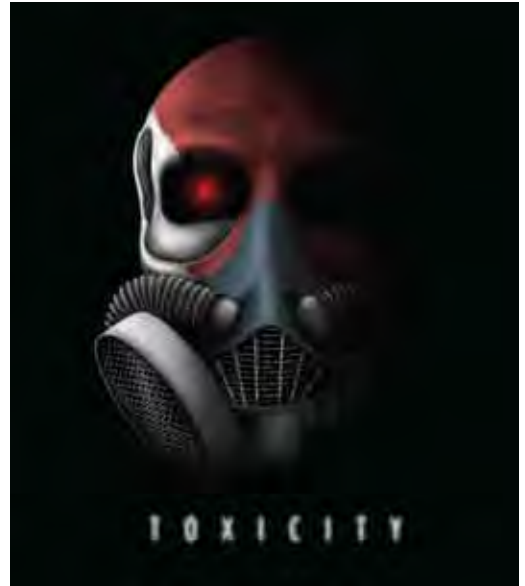




MUAZ IQBAL  
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muaz.iqbal@gmail.com

### **Toxicity**

Toxicity is an entertainment center is aimed at giving the viewers a live cinematic experience. Make the viewers an active part of the environment by making what's behind the screen come alive.





## STAY

My thesis is about the brain drain in Pakistan. I am targeting the skilled and talented Pakistanis living abroad or those who prefer having a career abroad rather than staying back and serving their country.





RAHAT RAFIQ

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### **Solarise**

Solarise is company that has solar powered products. It is advertising through running an awareness campaign for the potential of solar energy.



## Unleash

I personally feel that person to person contacts have lessened in importance over these years as means of affecting an individual's social stability or either social change; therefore "Unleash", a platform for the youth would support this cause.







**SAMRA ALAUDIN**  
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 samraalaudin@gmail.com

### Fund raising for Machar Art

My thesis is based on a fundraising campaign to assist CFC to raise funds for the project for 2010 summer program. It constitutes four main events and promotional items that will become the primary source for their financial support.





## Myths and Legends

My thesis is based on the myths and legends of Pakistan; my aim was to document these stories in a series of books for children under the title of “Farzi Dastaanian”.





SANA NASIR

### **Kingdom of Alone**

Kingdom of Alone is my book with an illustrated poem of a wandering soul in a journey through places of the heart and mind in Kingdom of Alone, finally finding itself. You can be alone and it's alright.







## Let Them Be

The campaign aims to change the mindset of the adults around a kid who often feel irritated by these curiosity driven explorations. They try to control a child's behavior by constantly telling them what to do. The campaign aims to establish curiosity in children as an appetite for knowledge and should be encouraged.





SARAH IQBAL

Sarah\_iqbal15@hotmail.com

### **All That We Art**

Every school needs a souvenir shop and being an art school the need and want for an IVS souvenir shop is great. It is IVS souvenir shop formed by the Alumni association and the student council that is based on the Indus culture.



SARAH SIRAJ  
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## The Curious Mr W

My thesis project is an inspirational pop up story book; it's a story about the curious alphabet W. How his questioning mind created the set of 5wh words: what, when, where, why and who. The five words that are questions.





SHABINA IBRAHIM KHALIQ

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### Haseena Atom Bomb

Minibuses' beautiful artwork has inspired fashion designers and artists but we overlook the reality behind the beautiful appearance of the buses. Haseena Atom Bomb is an insider's look of ride that is wilder than a roller coaster ride.

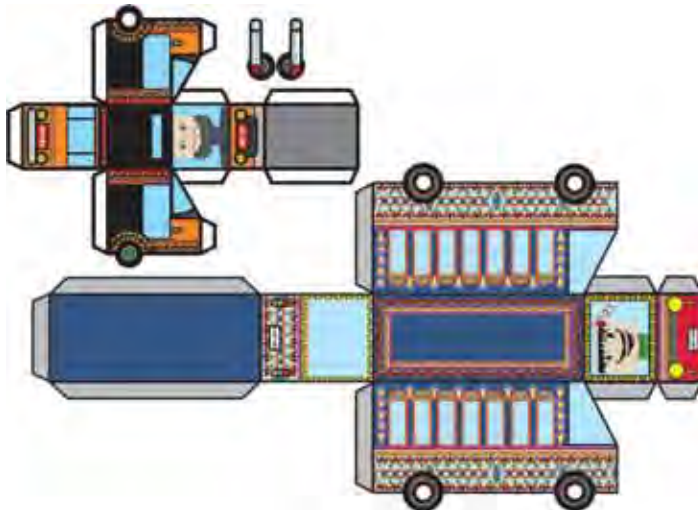


SULTANA SIDIKI  
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### Cutputli

Cutputli is a range of flat-pack paper toys that makes us experience our own vibrant, energetic and historical culture. Building these toys is an educational and fun experience. After all, everyone can cut, fold & create.





SYED ZAIN ABBAS RIZVI

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### **Once There Was Wonder**

The book is a visual journey based on the “faculty of wonder”. How, to wonder is an essential part of life. The book is my personal point of view on life with wonder and without it.





TEHMINA FATIMA  
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### **Graphic Design for Social Activism**

It's time that we use our skills and design aesthetics and use it to address issues which have no voice. We should not be insensitive to the misery that surrounds us. It's time we not only made good design but have some good come out of it.





UME-AIMAN AHMAD

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### **When love comes calling**

It is a set of books about the trials and triumphs of 'Love'. There are no boundaries where love is concerned. Yet reality is ruled by our cultural norms, traditions. My books take the reader on a journey back to the roots.

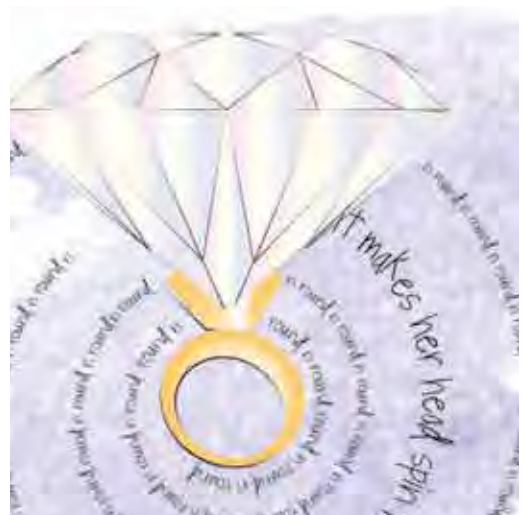






## Priceless Pleasures

The book conveys my observation on the wants of women at various stages of their life. I see reasons beyond the obvious behind what they buy and why they want to buy certain things.



**department of**  
**TEXTILE DESIGN**



## AMAL BUTT

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An effort to intervene in the craft of “Charpoy”, using a range of varied materials for recycling furniture, providing the craftsperson with the opportunity to diversify and bring innovation in his craft, for him to be able to cater to the urban market.



ANAM PERVAIZ  
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Taking the source of Landscapes, I made an attempt to intervene in the craft of 'Mirror work,' to provide the crafts person with contemporary design options for bags that are viable in the urban market.





AYEZA MARIAM MIR

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Mudah is a traditional seating which has now become a dying craft. In my mini thesis I intervened in color and design keeping the original material and essence of the craft. I take it forward towards a different direction exploring material and design, maintaining the original technique and structure.



ANOSHAY HUSSAIN  
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I have taken up buildings from surroundings as my source to create patterns and designs using graphic style with elements of design like lines and polka dots varying the scale of buildings, overlapping and repeating them. Color palette is black and white with bright colors.





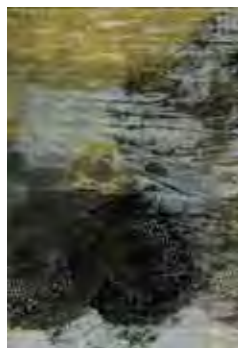


AYESHA IQBAL

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I have used tree textures and parrots as the source to create prints for sarees. The prints have been produced through the layering of imagery in shades of gold and silver.



AYESHA HASHMI  
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I have created cotton durries taking inspiration from African motifs. These durries are constructed on hand looms using techniques of ribs, dove tailing and supplementary weft. The collection is divided into two colour palettes pastels and earthy tones.





DUAA IMRAN  
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Taking flowers as a source of inspiration, I have designed a collection of screen printed duvets



ELIA ISPAHANI  
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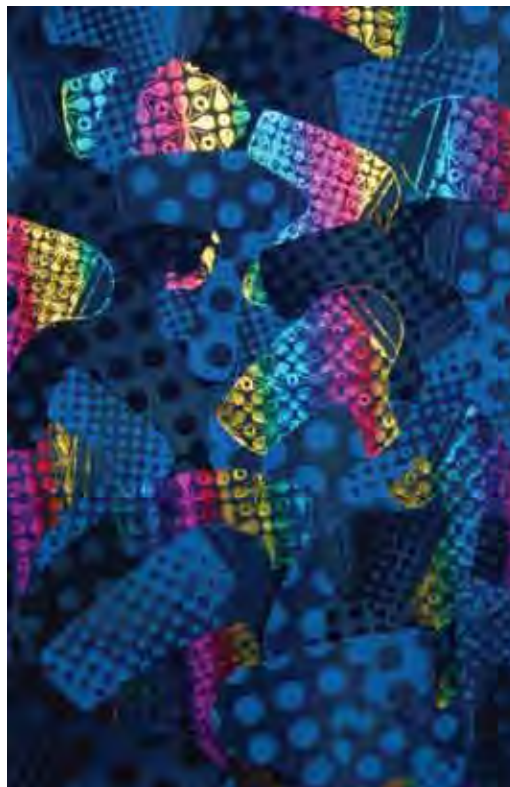
Basic tools have been camouflaged into repeat patterns that have been printed on various kinds of plastic for different kinds of products.





FAREEN HUSSAIN  
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Accessories have been used in collaboration with a fusion of East and West using foil printing as a technique on denim.





HIRA JEDDY



A series of duvet covers designed in black and white taking the historical buildings of Karachi.

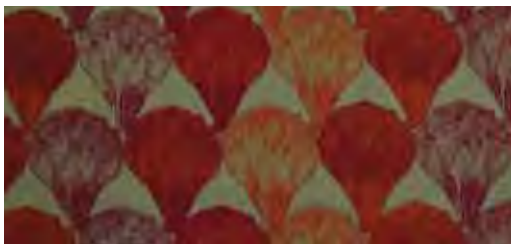






HIRA SHAKEEL

My thesis is based on the transformation of everyday objects into butterflies, peacocks, flowers, umbrellas, bottles, ice cream cones and various other forms. I have designed a collection of bags, which include beach bags and diaper bags, however these rotary designs may be used for various products.



HUSAINA ABBASI

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## BIRDS IN MEHENDI

An exploration of mehendi as a print and dye medium to create a diverse range of prints with birds as the source of design.



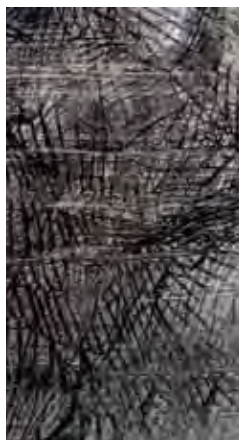


KANCHAN DAWANI

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The sensitivity and translucency of a feather making it a unique form of nature captivated my vision and lured me to explore its characteristics. I designed screens and panels, experimenting and exploring different materials and weaving techniques while incorporating print to enrich and enhance the sheer texture.



KHADIJA RAZA

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Work of Ahmad Pervaiz is the product of spontaneous gesture which as he says “arises from my belief that the value of a gesture and the sign it produces is greater than that of any defining word and descriptive form.” Taking his style along with elements of nature, I have designed a collection of women’s wear.







MADIHA KHAN

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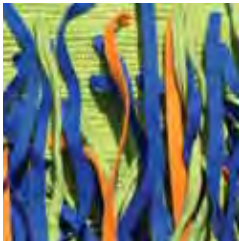
Taking marine life as a source of inspiration, I have designed a collection of screen printed and hand embroidered bags.





## CREATIVE WEAVING WITH TEXTILE WASTE

The market for recycled textile products is not simply a viable one but given certain measures to overcome its associated negative perception, it can create its own market value. My desire is to make attractive products available for all.







MADIHA ZUBERI

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I took embroidery and patchwork as my craft and narratives as my keyword. The designs have been developed from the drawings made by the crafts person. These craftsmen were introduced to new raw material and a brand new colour palette. The product I chose to work with were duvet covers.



MAHA CHAGHTAI  
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## CAMOUFLAGED FLOWERS

Taking flowers as a source, along with geometric patterns, I have tried to merge the two sources together such that the flowers are camouflaged within these geometric patterns. I have designed a collection of table cloths and napkins.

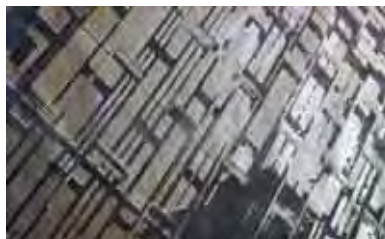
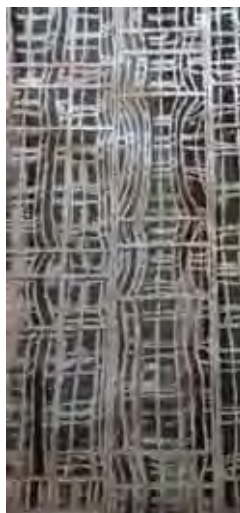




MAHVISH HASAN  
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marama\_6@hotmail.com

### **LIGHT, SHAPES AND PATTERN IN ARCHITECTURE**

Light can help define and shape a structure. These forms and shapes created with the play of light explore the potential of pattern in architecture, which I have tried to depict through experimental foil and silk screen printing.



MUBASHRA NAJAM

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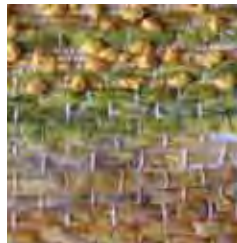
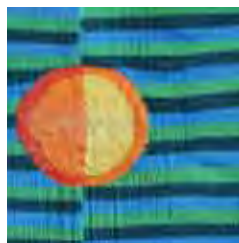
Festivals and celebrations of Pakistan have been taken as inspiration and embroidered on a multitude of colorful bags.





## NAZIA ANWAR

My thesis involves a great deal into studying the texture of fruits, their fresh and vibrant colors and their existing profound compositions. The idea is to drift from the natural composition of the fruit and achieve a much creative and simpler design through weaving that is not only appealing but also successful for a product like handbag.





NIDA JAVED SAEED

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Taking Uzbek suzani motifs as my source, I have created collection of upholstery yardages for interior space. The collection includes stripes, checks, dobby weave structures and printed yardages.







SAIMA AHMAD  
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spookzz@hotmail.com

### **BIRD AND EMBROIDERY TEXTURES**

My thesis focuses on the textures of birds and embroidery by using experimental techniques and merging of different textures with the help of various design elements to form patterns.



## SALWA ASGHAR RANGOONWALA

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I am a Pakistani, and I have suggested duvet cover designs that amalgamate the 2 popular international cartoon characters, Dora and Diego with the Pakistani culture. The purpose is to promote Pakistan and its cultural and traditional elements through these characters, amongst the Pakistani children.





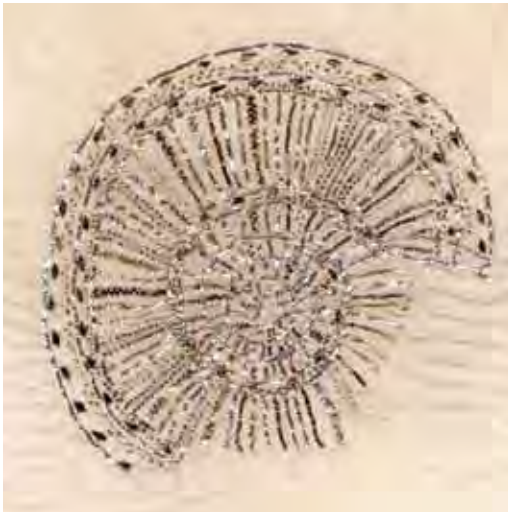
SARA QAYYUM

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### **KAMDANI SEA SHELLS**

My thesis is an exploration and design intervention of kamdani. The inspiration for my thesis came from sea shells, especially keeping in mind the earthy colour palette and the various forms and textures that can be found amongst them.



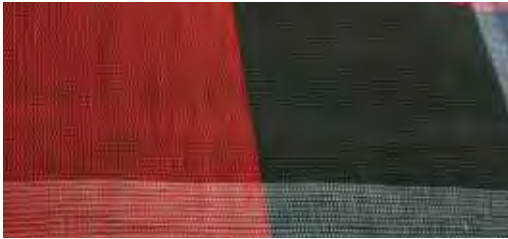
SYEDA MADIHA HUSSAIN

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Taking bazaars as my source I have created woven bed covers of checks and stripes. The techniques used are ribs, dove tailing, knotting, plain and twill weave structures using vibrant color palette





SYEDA SARA RIZVI

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Analyzing the ever growing attraction towards western ideas amongst the youth of today, I design conversational prints for laptop bags, luggage and hand carry for youngsters drawing inspiration from the west while setting them forth in a desi fashion to retain our local identity that the youth of Pakistan can relate to.





ZUNAIRA SHAHID

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Leno weaving is an open weave structure in which warp yarn is twisted before inserting the filling yarn. This type of weave structure makes the fabric sheer and durable. Keeping the weave structure in mind the product chosen is a stole. The technique applied on this fabric is warp printing and painting.





**department of**  
**CERAMICS**

NABAHAT LOTIA  
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I thrive on nature and the bounties it offers. Seeds are the beginning of life itself. They are a symbol of survival, energy and growth. They manifest themselves in different forms, sizes, colors and textures. All these qualities have been my inspiration for this body of work.





**department of**  
**INTERIOR DESIGN**



BIBI NATASHA MUKARRAM

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### **RETREAT FOR THE ART OF LIVING PROGRAM**

My design facilitates the Art of Living program which celebrates the little things in life, helping people to unwind. Thus the design takes you into a retreat with spaces designed with natural materials, highlighting simple actions.



MADIHA BASHIR  
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bashir.madiha@hotmail.com



## **EXPLORING THE REALM OF FANTASY SPACES; COMIC BOOKS AND PRODUCT RETAIL**

The design of the comic book retail outlet was to turn the vision into experience; where the good and the evil come face to face.







RABIA ASHRAF MOTIWALA

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**THE CONCEPT OF WATCHING OF SPORTS AS A PRODUCT  
AND THE SPACE DESIGNED AROUND IT.**

I am designing a Sports Lounge/Bar, a space dedicated to collective watching of sports.



SAMANA SHIRAZI

0300-2320938

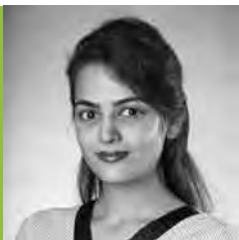
samana\_shirazi@hotmail.com



### **AN INTERACTIVE CHILD CARE CENTER**

The idea is to create a learning playground for children. It's a healthy, safe and nurturing environment and my design aim is to make sure that children learn and play in an environment which is rich in creativity and discovery.





SONIA DURRANI  
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### **CHAMAKPATTI**

The Design of a local Pakistani restaurant inspired by a local truck art theme.  
The reflective quality of truck art if applied as a design strategy which interacts with the surroundings.



S.ALAY ZEHRA MEHDI

034-32643638

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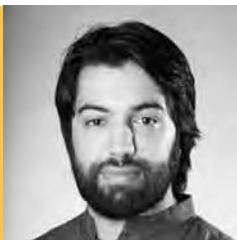
## **NATURE INSPIRED”**

The exclusive gemstones boutique is an inspiration from the images of the celestial space, which in my opinion represents the sky as a museum of infinite display of stars.



**department of**  
**ARCHITECTURE**



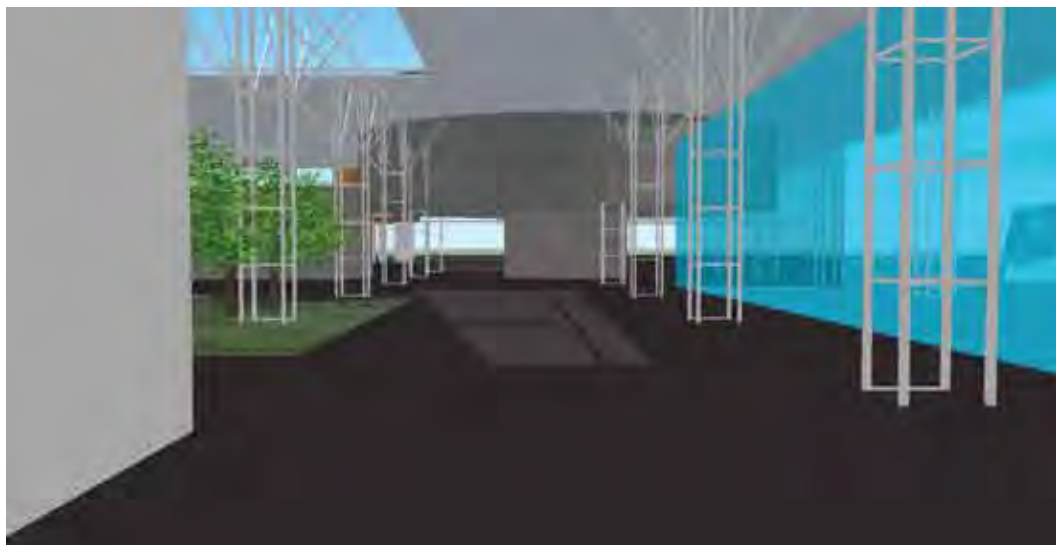


## ABDULLAH OMAR ASGHAR KHAN

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The design is a proposal of a bus terminal for the Sammi Daewoo Express Bus Service, known for its punctuality and comfort. Keeping these in mind the terminal needs to be aesthetically pleasing and the functional efficiency should be comparable to that of a machines, for both the passengers as well as the buses.



ALI REZA DOSSAL

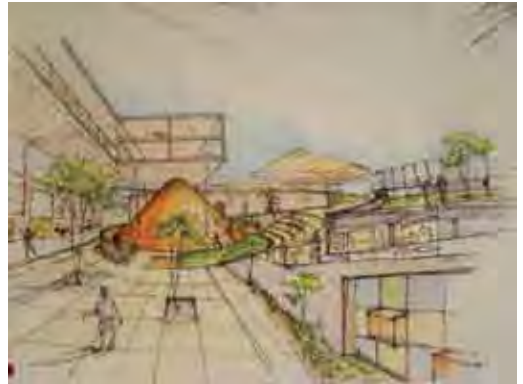
0345-3091546

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## EARLY LEARNING CENTER, PRE-SCHOOL

Learning through Play. In a playground or during play time is when a child's imagination is most active. The aim is to stimulate their imagination/ growth through architecture which embodies the same playfulness/ stimulus as that of a playfield.





AMMAR SHAKIL

### **ARCHITECTURE AS A MEDIATOR**

The aim of the project is to explore the role of architecture as a mediator not only between the polarities of classes but also between various other programmatic and contextual differences. Through architectural elements and programmatic responses the spaces generated intend to be sustainable and contextual.



ARSALAN UL HAQ

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The thesis tries to examine the relevance of time and context in a changing urban setting. The idea is to revitalize derelict heritage architecture to fulfill the changing needs of the city. The project focuses on the adaptive re use of the Duarte Mansions in Saddar as an ode to the cultural heritage of Karachi.



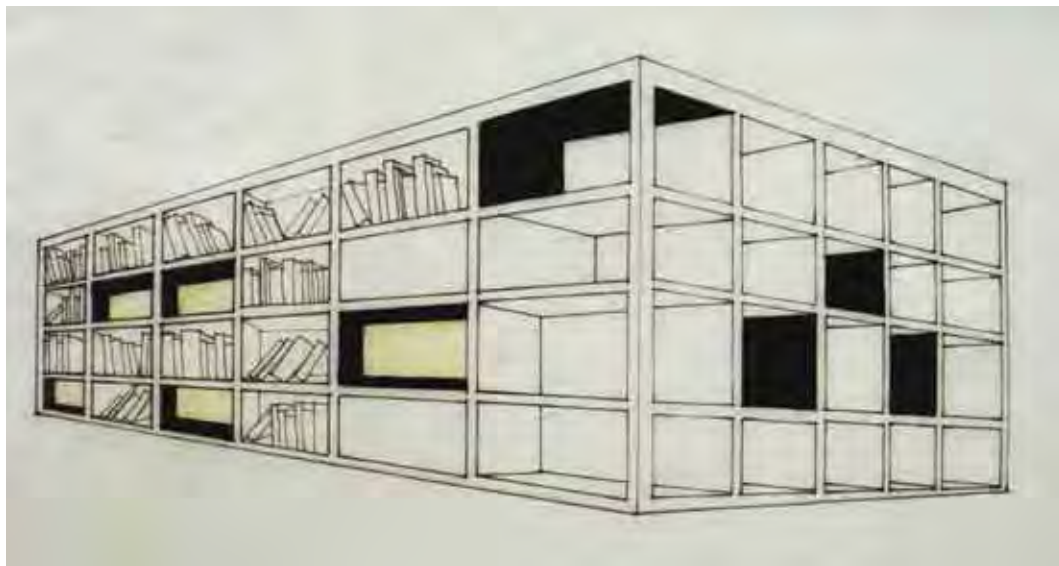


**AYESHA FAROOQ**

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ayesha.farooqlari@gmail.com

This project is an exploration of evolution in architecture in order for it to be relevant. An adaptation of the library building type into a bookstore and tea-house within the commercial context of Zamzama, manifest in a building which serves as an interface between users and books, interior spaces and the street.





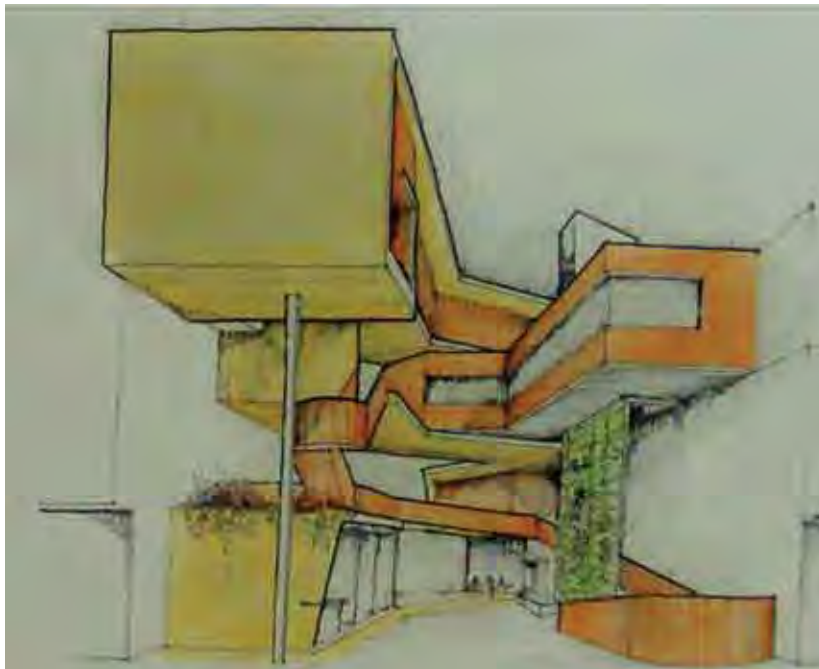
HUSSAIN ABBAS ALI

0333-2399564

hussainj786@hotmail.com



An Architectural Intervention, which will enhance the physical and environmental condition of a historical place in Karachi by exploring a new architectural language to uplift its identity. This project challenges to ignite the possibilities of exploring immeasurable qualities of in-between spaces within buildings.





HUSSAIN FEROZ KAPADIA

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**SCHOOL AND COMMUNITY CENTER FOR THE RESIDENTS  
OF MUBARAK VILLAGE**

Architecture as a catalyst for community development



INSIYAH ALIASGER JIVANJEE

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insi152@hotmail.com



## **EXTENSION TO THE INDUS VALLEY SCHOOL OF ART AND ARCHITECTURE**

The aim in this project is to explore expendability in architecture where buildings last just long enough as they are useful and not a second more.



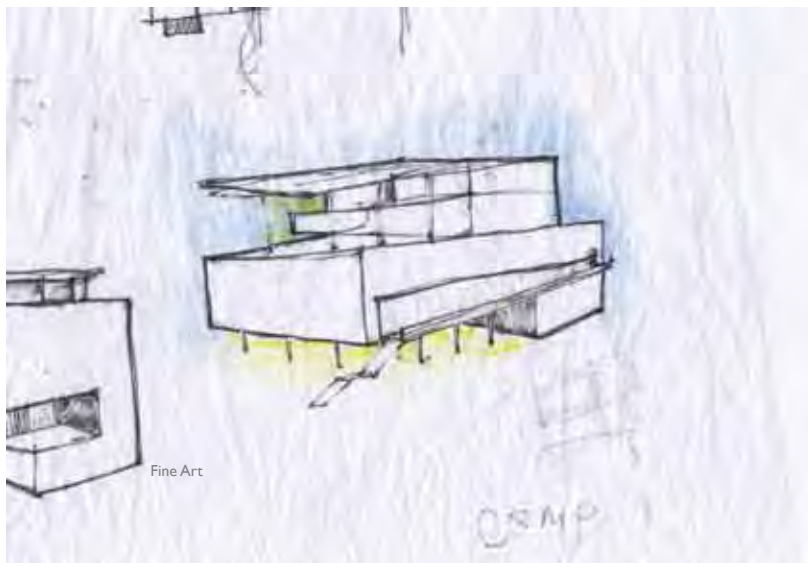


LEENA SAMIN NAQVI

0333-2298208

leena.naqvi@gmail.com

The idea is to develop a contemporary urban space that encourages social interaction through the exploration of a roman forum. The project comes up as a prototypical solution to not only develop public plazas that Karachi is sorely lacking, but also to encourage a more efficient use of spaces.



Fine Art

MARIYAM IFTIKAR

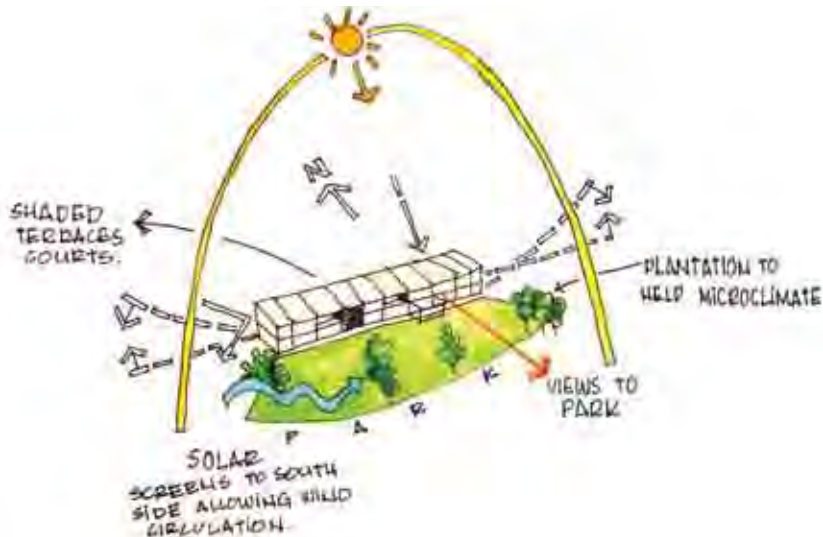
0345-3097278

mariyamifti@gmail.com



## CHILDREN'S MUSEUM FOR PEACE AND HUMAN RIGHTS

The aim of my thesis is to explore the idea of architecture as a communicative tool to display an ideology. This aims to bridge the socio economic barriers between Pakistan's treasure by providing a public space to the city.





MARVI MAZHAR  
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When you question- It means you are still thinking.





MOHAMMED MANDVIWALA

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mohammed\_mandviwala@hotmail.com



## **AVIATION ACADEMY**

Exploring the parallels between the dynamics of flight and architecture in an  
“Aviation Academy”





RADYA ANWER BALAGAMWALA

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### **PRIMARY SCHOOL & COMMUNITY CENTRE FOR PEOPLE OF LYARI**

Aim of the project is to create a space that the people of the area can identify with and find relief in the form of health and education.



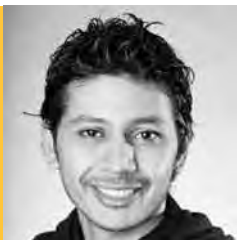
RUBAB JILANI PARACHA  
0345-3097194  
rubab\_p@hotmail.com



## **YOUTH FORUM – KEAMARI**

Exploring the role of architecture in nurturing sense of place for the youth.

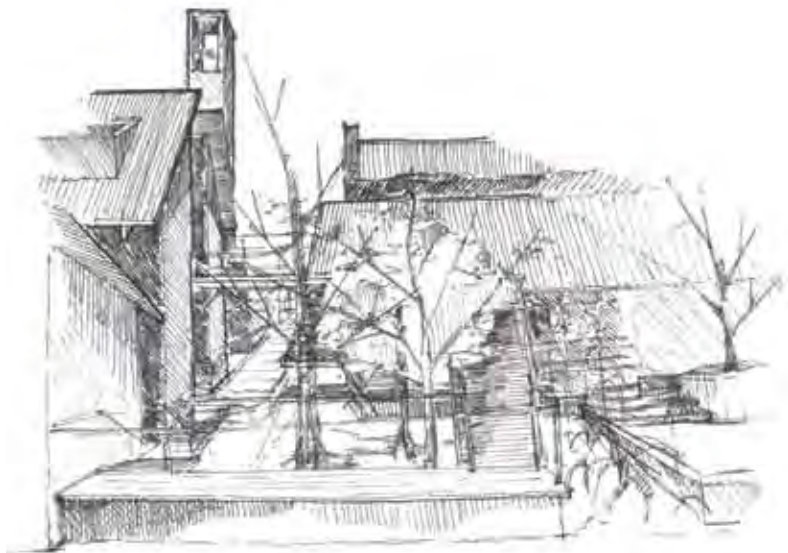




SAAD FAREED SHAH

### **RESIDENTIAL SCHOOL FOR THE VISUALLY IMPAIRED**

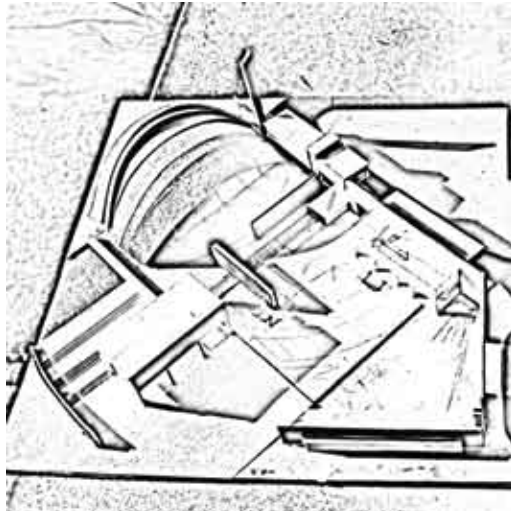
o set guidelines for a Barrier-Free planning that allows the design to be accessible by everyone without any assistance. Whilst enabling the minds of a visually impaired child to be enriched with recurring sensory devices to allow them a better understanding of their surrounding



ZAINAB FIDA  
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Revitalizing a sense of community through congregational architecture through mosque and plaza design.





SYED KAMRAN HAIDER

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### **KARACHI CONVENTION CENTER**

Convention Center is a new building type in Pakistan in its truest sense, therefore it has the immense potential to become an iconic building in our urban context. Architecturally it can present itself as being flexible in its spatial characteristics.





**department of**  
**FINE ART**



## AASHTEE ADIL ZADAH

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All these are part of me, and I'm comfortable with all the different sides of myself. And because I'm comfortable with myself, I'm ready to engage with you, the viewerz

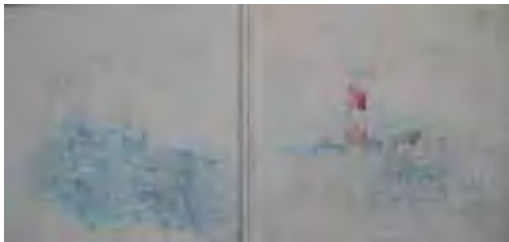


ANYA AKHTAR  
anya.akhtar@gmail.com



## REALITY REINVENTED

"I reject your reality and substitute it for my own" -Adam Savage  
Through imagination and memory I reinvent my physical space with no plan or fixed intention; physical reality meets a metaphysical one.





DURRAB UDHAM TARIQ

[durab\\_tariq@hotmail.com](mailto:durab_tariq@hotmail.com)

### **PROFOUND PERCEPTIONS**

My thesis responds to the processing of an image in a particular space and how the viewer perceives, what he sees with what he is conditioned to know.



MEHREEN HASHMI





MERYAM AHSAN

**FIGURATIVELY SPEAKING OR “BA MAHAVRAH”**

Associations with objects, feelings, situations and languages often become mixed up in today's globalised society. Struggling to make sense of Eastern sayings and Western meanings, I have created my own definitions of what is said and what is understood.



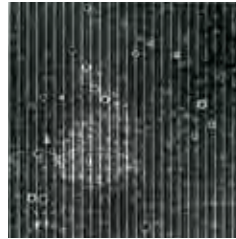
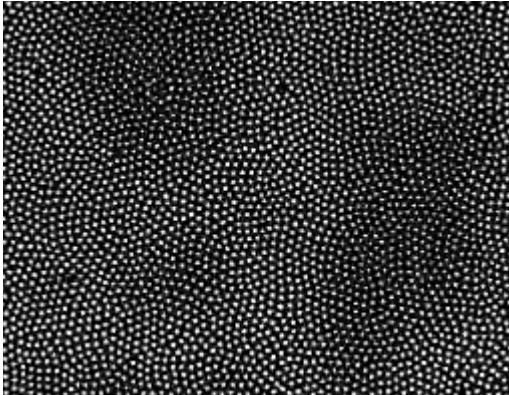


SAMAN ALI  
samanali85@hotmail.com



## LEAV'ING A (MÄRK) -N.:

to cause or allow, to remain, to make place, to deposit, etc. by a visible impression or trace on something, as a line, a cut, a dent, a stain, or a bruise, or other visible signs assumed or imposed.





SIVIM AROOSH NAQVI

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it's about transitions; movement, change. in time, space, placement, displacement. its about a process. an art process. a life process. a process of development. it's about changes, both drastic and negligible, or at least the seemingly negligible. sumed or imposed. it's simply about a line.



UZMA AAMIR

0301-2845877

My work expresses an emotional move highlighted in color and concealed in the darker shades of black; literally coming across as ironical.





ZARMEEN BILWANI

zarmin@gmail.com

"Reality turns into illusion  
Semblance changes into presentation  
Are you drawn in; Are you thrown out  
Traced in magic mirrors  
Pseudo spaces are spell bound" - Max bill

