



GRADUATE DIRECTORY // 2014

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## the symbol

// **Water** symbolises knowledge, its acquisition and dissemination.

**Waves** symbolise the cyclical motion of life.

**Tree** symbolises the evolution and growth of thought and vision.

The geometric patterns of the symbol unify space in a rhythmic order; while the sculpted spaces symbolise the sky, the environment, and the limitlessness of human possibilities.

Zahoor-ul-Akhlaq  
1941–1999

Design and Photography:  
Department of Communication Design  
Indus Valley School of Art and Architecture

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# MISSION // STATEMENT

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In an age of rapid social, technological and aesthetic transition, we feel committed to educating our students with the ability to analyse and critique experience, to nurture their creative abilities so they become active, outstanding members of our society, both personally and professionally.

We wish to go beyond technical instruction by placing emphasis on creative thought and action.

Each department, despite its individual character functions in close collaboration with the others in order to develop an awareness of the essence of the visual arts, both traditional and contemporary. This underlying philosophy is reflected in our curricula.

Through an interaction with diverse practicing professional artists, architects, academicians, scholars, archaeologists, art historians and designers, students are exposed to the importance of ideas, concept development, intuition and the value of research in the development of the creative process.

We shall not feel content till we have succeeded in preparing our graduates to live in the world of tomorrow, enabled them to share in the responsibilities for social, economic and political problems and to apply their professional knowledge and abilities to the solution of such problems, so that besides being technically and aesthetically literate, they are above all, good human beings.

## vision // 2025

To impart education in art, design and architecture creating a culture of excellence in research and innovation, contributing towards a just and tolerant society and enable students to serve as instruments of positive change.

## core values

A member of the IVS community:

Has a passion for Learning // Strives for excellence // Is ethical // Has dignity and humility // Values criticism // Embraces diversity // Respects the environment // Works towards positive social change

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# INTRODUCTION

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## aims and objectives

// The IVS Code of Conduct brings together core values and principles for the behaviour of students. It is designed to uphold the philosophy of the School and reflect its mission and vision statement within the student body. IVS expects that conduct of the student on and off the School campus will be in conformity with all highest standards of honesty, integrity and discipline. Students will respect the rights and privileges of members of the School Community at all times. They will uphold at all times reputation of the School and/or any of its programmes and community members.

## applicability

// IVS Code of Conduct shall be applicable towards any person enrolled at the School for a course of studies leading to an undergraduate degree, postgraduate degree or diploma and certificate within the School or any person (registered with any other University or Institution) who has been accepted for an approved programme of study, short course or training at IVS.

## compliance

// Failure to observe IVS Code of Conduct may lead to formal disciplinary action by IVS, which may include suspension, termination or any other penalty which the School may deem fit to impose. Before disciplinary action is imposed, student will be given the opportunity to present and clarify his/her position before an Arbitration Committee on the alleged misconduct. In case of disagreement with the decision of the Arbitration Committee, the student may formally appeal to the Executive Director.

Code of Conduct cannot anticipate all situations; its broader principles should be followed when dealing with any matter that may not be expressly covered within this document. It is designed to educate, inspire and motivate students for understanding and promoting academic integrity, behaving with responsibility, and demonstrating an attitude of care while studying in IVS.

## receipt

// Students are required to read this document and make sure they understand it. If students are in doubt about the meaning of any part of this Code, or its possible implication on their behaviour, they should consult their faculty member/ Head/ Coordinator/ Administration, who will provide more guidance. All students shall acknowledge the Students Code book, take the undertaking given at the end of this document and certify that they have read the different policies and that they are in compliance with them. If a student is unsure about the extent of his/her compliance, she/he will be provided further explanations by the Head/ Coordinator of his/her department.

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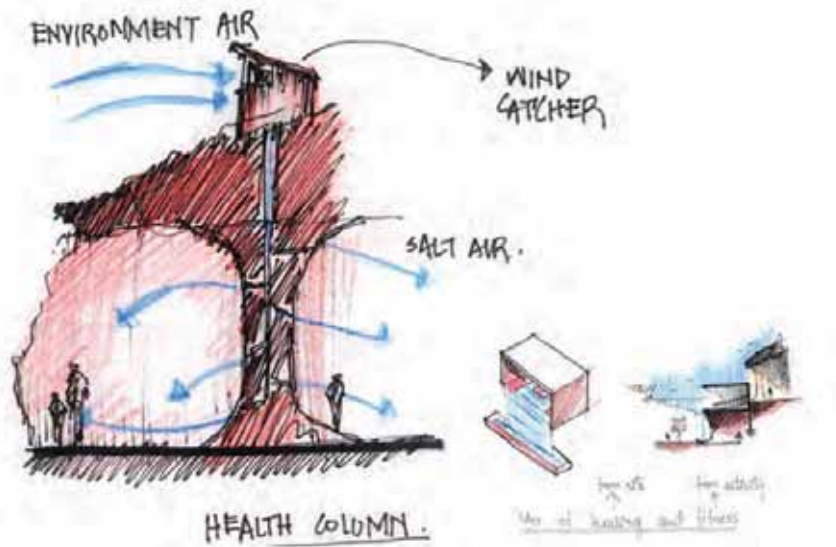


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### Architecture and Place, a catalyst for healing.

Health Resort in Khewra salt mines not only catalyzes the healing properties of the site regarding diseases like asthma and bronchitis but also provides human beings with a refuge from their daily lives. It provides them with a better vacation, a vacation which fixes humans physically as well as mentally. Salt pools make sure the transfer of 84 essential minerals that this salt has enter the human body via skin into the blood. Therapy area, cave dwellings and healing columns in the resort other then catalyzing the healing properties of Himalayan salt become a source of celebration of these wonderful sediments. Proposing a health resort and overnight stay facility also activates other tourist spot like Katas Raj temples Takht Bai ruins in the Valley.

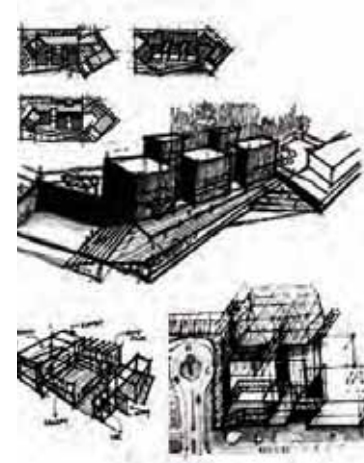


Alyzeh Rizvi

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### Film Academy

The recent revival of the cinema and opening of cinema houses in the city has resulted in a change in attitude towards film culture, more people are interested in finding platforms to execute their ideas and learn about the art of film making. The project, a Film Academy for Karachi, is a place for students, film enthusiasts and the general public to immerse in the world of cinema. My thesis aims to explore the idea of architecture as a montage. A montage is the juxtaposition of different shots created to give a new meaning when being seen together. Through the course of the day, the building transforms into a stage creating drama and theatrics on a larger scale. It takes its users through a sequence of events, whilst putting up a dramatic public display for its observer.





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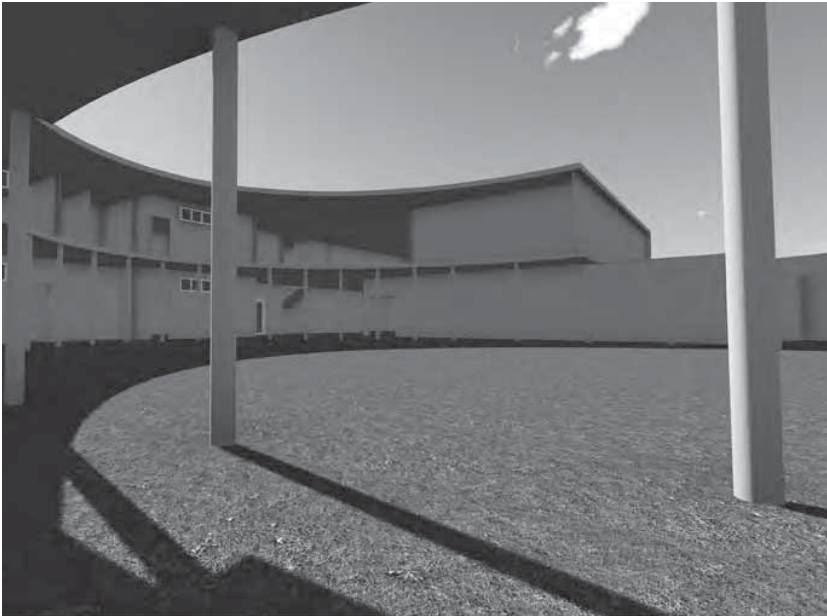
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## Child Development Centre

Any illness is merely a loss of balance and there is a need for integration with the natural ability to heal and regenerate. the centre is a place for children with developmental delays, along with special education needs. the program consists of two important features, which is to educate and heal the child. the concept is based on a town centre for special children whose needs are neglected in our society. the idea is not only to create awareness but also to uplift the children socially and morally through a space that encourages them to be around nature.



## Architecture as a transitional realm

Exploring architecture as a tool to emphasize the unique spirit of a site, thereby becoming the realm that lies between the two and acts as a catalyst to connect man and nature. This resort aims to offer a refuge in nature that transcends man from the realm of physical being with in his surroundings to the realm of spiritual actualization as one with his surroundings.



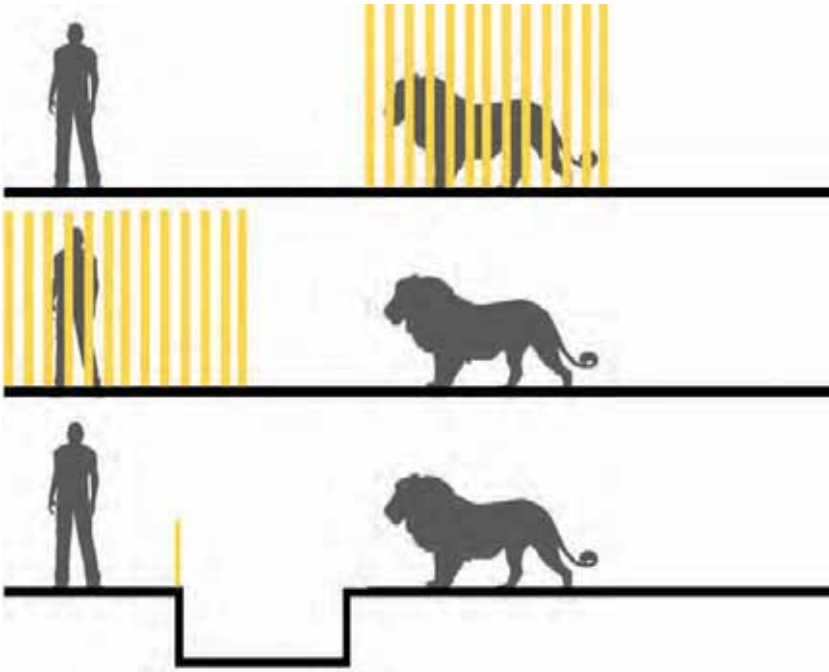


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## Zoofari - Experiencing Wildlife

Exploration of ways to improve the experience of a zoo. Habitats are designed to imitate animal's environment in the wild. By using architecture as a medium to achieve visibility, camouflage and immersion, an experience is created where visitors can observe wildlife up close. Implementation of these techniques further aids in designing a walk-in aviary where visitors witness birds in a free-flight setting.

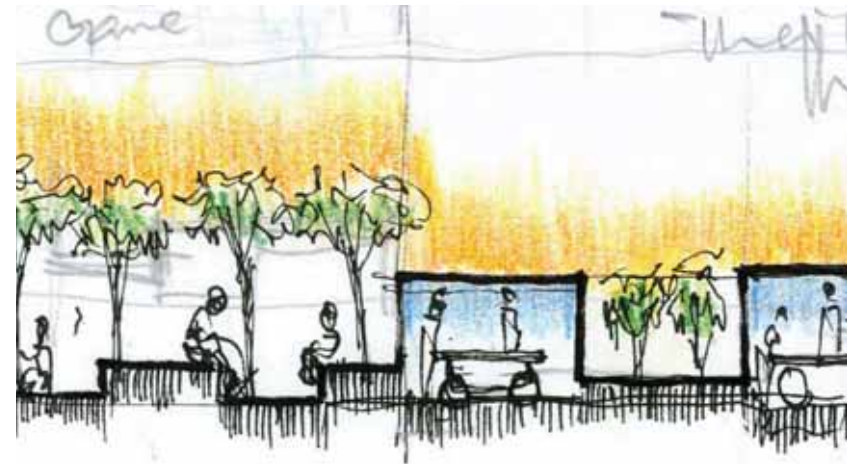


Jamal Anwar Bhatti

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## Community Vocational Centre

An activated space is where public experiences the concept of the city. A communal space becomes the major source where social exchange can take place; particularly transitional spaces become principal communal spaces. Areas where the widening of a street, extension of a side walk, lowering of boundary wall to form seating take place to become socially interactive spaces. Areas of Karachi belonging to lower to middle income groups have their own characters and image. Education is also an important part/ role for the children of these areas. Many children leave school/education for their family or some other reason. A vocation/skills training centre will enhance skill in children of these areas. The most fundamental question is how a community / area can be represented for communal spaces where children's school leaver improve, polish their hidden talents, and interact with communal spaces, which brings awareness.





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### Urdu Centre

Linguistics play an important part in human existence, the language we speak becomes part of who we are. This thesis was built on the significance of a national language and how through people and their use of space, language can be rendered tangible and therefore triggers a gradual process of upliftment. Language and literature aids human interaction, a common language brings societies together and unite them on one cultural base. After studying our national language, Urdu and its inherent qualities, a Literary Centre was designed to not just provide knowledge through books but make learning, part of the architectural experience. Elements from Urdu 'nasr' and 'nazm', were analyzed and brought to life through architecture to inform the user and hence help in bringing back Urdu's lost glory.

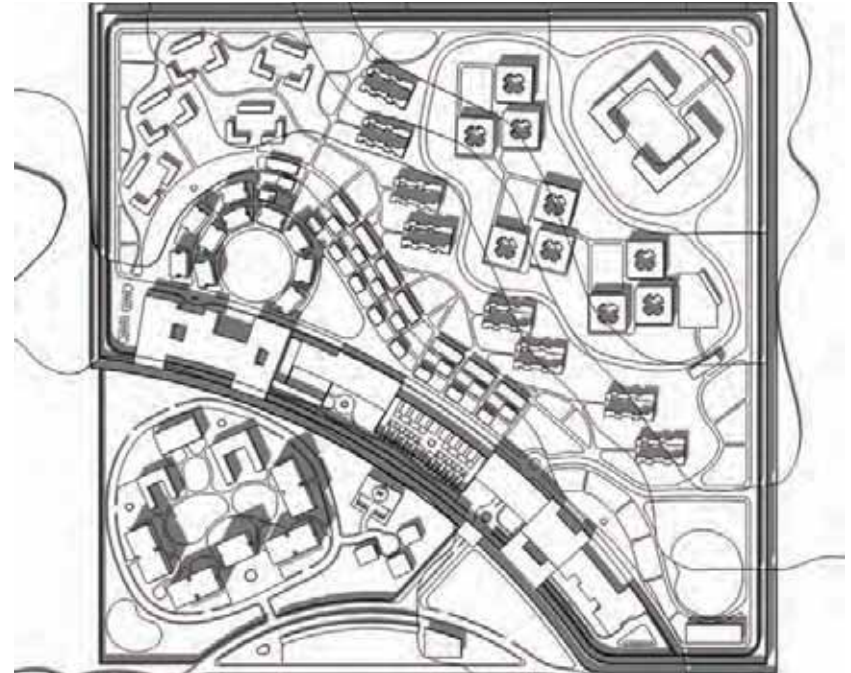


## Marium Rahman

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### Correctional Facility

This project explores architectural boundaries; boundaries are not places that mark the end, rather they mark the place of a beginning. Architecture creates boundaries and these boundaries have a direct effect on the inhabitants as well as the surrounding environment. This Correctional Facility aims to use architectural boundaries to create a positive effect on both the inhabitants and the society.



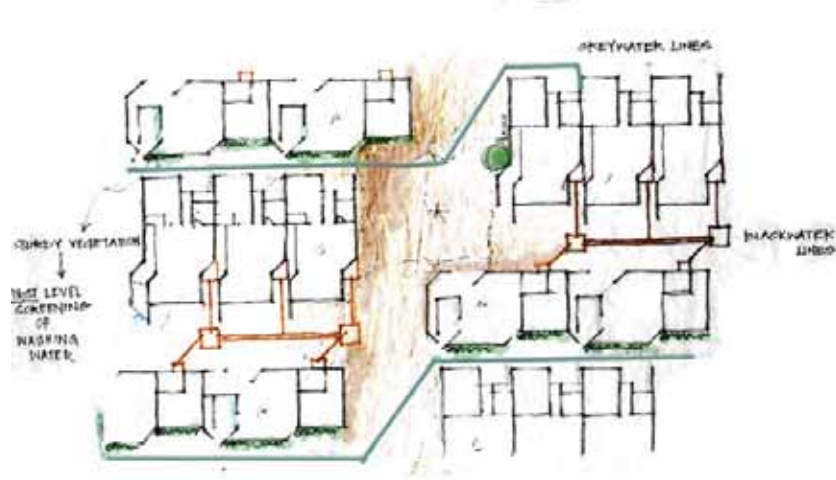


Marvi Jawed

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### Project: Affordable housing

The aim of this project is to create a healthy, livable, codependent commonality, where the architecture creates levels of interaction, between man and people who surround him, his physical realm and nature. Proposing a solution to the problems of the urban dweller that offers livable spaces able to function while addressing issues such as power outages and cramped living. The master plan also proposes a solution to impede the growth of urban wastelands as a product of expanding societies.

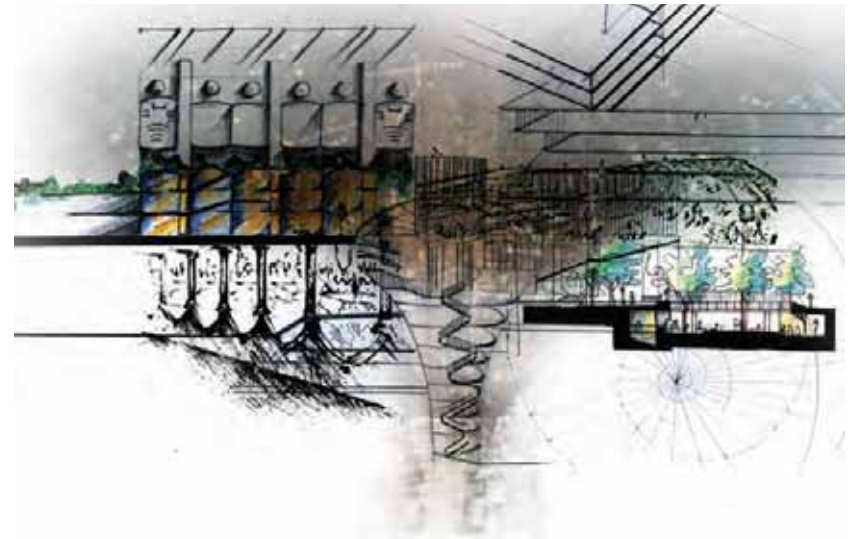


Mishaal Fatehma Rahim

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### Judicial Complex

The path to justice. The topic explores the degrees of transparency in architecture and its influences - the transparency of the judicial system. How the architecture can represent the essence of law today - the so called democratic law in a city with unrest and political instability. The master planning reflects the layering from the public to the most private/formal places which shows the degrees of transparency from the outside to the inside putting the public on display. The complex whilst representing authority also shows the impartiality of the law through the use of natural light. The site is located on main University Road, the centre of the city, creating a connection to public and government facilities and dense landscape is used to give the impression of floating, acting as a relief space in a concrete jungle.



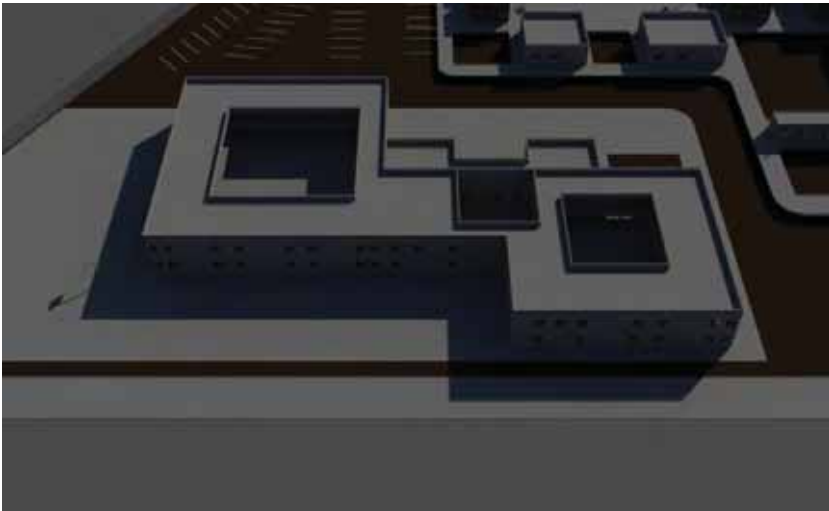
Nida Ali

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## Forensic Psychiatric Facility

Resocialization, as it is understood in the conjunction of imprisonment is the process by which an existing identity or social role is adjusted, altered or replaced, by retraining a person psychologically to fit the expectations and behavior of the common society. We undoubtedly see a connection between the terms 'rehabilitation' and 're-socialization' and we acknowledge that these two concepts are not indistinguishable. We interpret rehabilitation as a part of the process of being re-socialized. The two concepts are nevertheless not unfailingly paired or the end result of a served sentence, as it is possible to become re-socialized. Behavior becomes an important factor, which is the understanding of the correlations between the human life, nature and the built environment.



Nida Shahid Mansoor

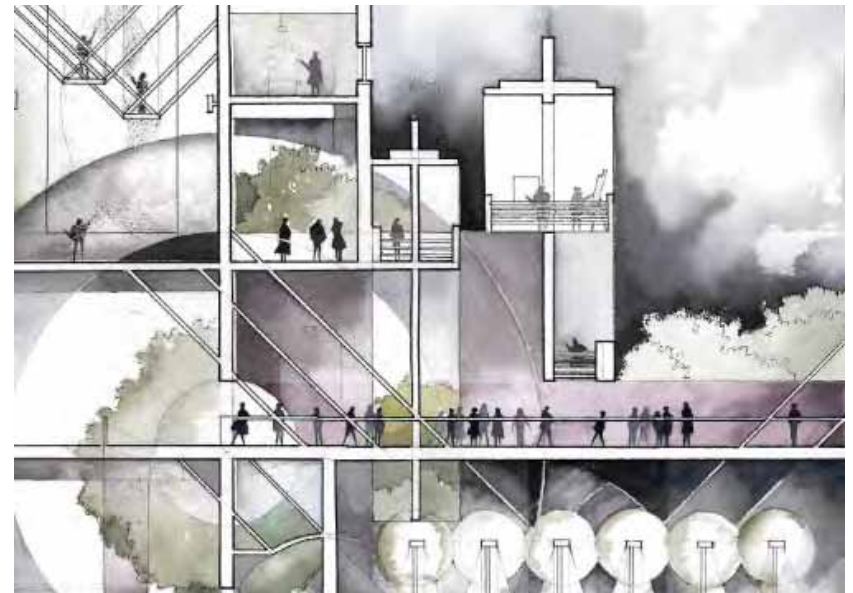
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## An Artistic Abode

100 word description: Architecture captures the poetics of a place as paintings do. The project takes inspiration from specific artworks by Ali Abbas and Jamil Naqsh and translates the insight of from these paintings into an Artistic Abode. The master plan design has two layers, one being the paintings and the other the poetics of the site itself. The abode consists of rented studio spaces for artists, classrooms for art students and public facilities that integrate with the scheme. The site being located along the Ghizri Creek takes into account the ideology of 'where land meets water' and celebrates this relationship in the design itself.





**Nimra Abdus Salam**

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### Gallery for Recycled Fabric

A Gallery for Recycled fabric is a proposal for an entirely new perspective on our Fabric and Fashion industry. It is purely an immersive experience as it leads to a journey through the understanding of spaces that guide the visitor through all the aspects of the exhibition content. This ties them together with Recycled fabric that has now come to stitch together a tear within the Urban Fabric. The facades of the gallery will act as ever changing screens on to which impressions and expressions of Fabric are exhibited and linked to the city of Karachi.



**Sana Jamal**

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### Regeneration of Archaeology Campus: Mohenjodaro

Architecture evolves from the lessons of what humans have built before. Hence, Architecture becomes the compendium of people's way of living, their beliefs, values and interpretations of the world of nature and people. In this way, Architecture preserves the past, captures the present and provides the guiding light for the future. Similarly, Mohenjodaro's Architecture tells the tale of the emphasis that the inhabitants placed on the sense of community which was unique at that time and even now. Hence, the campus is designed as a walk-in-museum, intending to recapture the public spirit of Mohenjodaro.



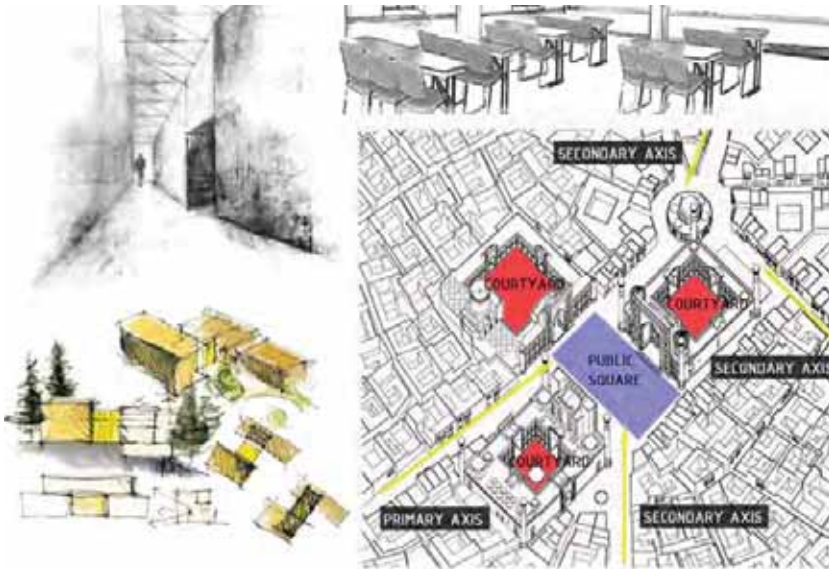


Shahzaib Arif Shaikh

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### Dars Gah (Education Complex)

While buildings clearly define physical boundaries, architecture can also gather, unite and bring together seekers of education and enlightenment. Creating an education center for a community requires participation of different human thoughts required to develop contemporary society. In this case architecture must have a conciliatory character to counterary feeling of rejection. The site is located in a locality with one of the most controlled crime within the city along with the highest number of educated people with high religious tolerance and acceptance to new or revived ideas that majority might be hesitant to accept.



Saher Pirwani

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### Industrial Intervention In Remote Rural Setting

Projects main objective is to design a Gated Community which results in an area through the process of industrial exploration and discovery. The project deals with extreme cases like Communal Isolation, Controlled Environment, Social Hierarchy and the gradual process of Change. The project recognizes the contradictory nature of site which exists in complete Contrast to its surroundings and the importance of the Wall which gives it an enclosure and demarcates it as a separate entity breaking all the connection from the outside to inside so as to mark it as a Private Territory.





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### **A catalyst to relieve social tension in the city.**

This project explores urban acupuncture, a theory that aims on creating a positive impact in the society by treating a site as a healing patch for the area. Sports can be a healer; through synthesis of architecture and sports, the facility aims to create opportunities for social interaction and provide a healing effect.



DEPARTMENT OF COMMUNICATION DESIGN  
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## Aiezah Ayaz

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### Nerves of Steel

Courage can take any form; it is an integral part of a woman's beauty. This thesis project aims to provide information about young Pakistani sportswomen who have made a mark at international competitions. It also pays tribute to the women who have stepped up against the stereotypes in Pakistan without much support from government institutions to prove their abilities. The focus of this poster campaign is to inspire young women to make their dreams a reality through clear-headedness and hard work.



## Amna Saleem

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//33

### Ek Inayat

Ek Inayat is a graphic novel that explores the life of a female domestic worker in Pakistan. The project is essentially a personal investigation. It is based on the life story of a single woman as she talks about her unpleasant past, and the improvement that came about in her life after she started working for a considerate employer. The story is largely based on true events, laced with minimal amounts of fiction, and covers a number of themes that are part of a female domestic worker's life in Pakistan.



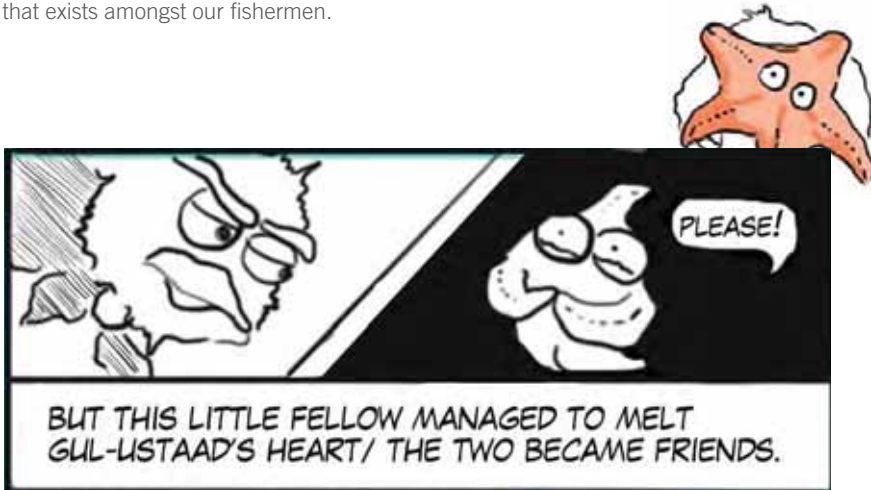


Aysha Faseeh

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## Something Fishy

This thesis project aims to celebrate the oral tradition of myths, legends, and superstitions associated with the Karachi Sea—narrated from the viewpoint of our local fishermen. The focus of this thesis is to present this localized content in a visually engaging style through concept art that can be taken further as an animated film for Pakistan. The lore is conveyed to the viewer through a group of five fictional sea creatures who meet up monthly near the Keamari Port of Karachi to discuss what they have heard around the coast. The objective of the exhibit design is to give the viewer a sense of concept art, with the lore presented through graphic novelettes, character design with components such as the making of the characters through sketches and collectible figurines of the five creatures. It invites the viewers to suspend their disbelief and believe that anything is possible as they read about the fantastical lore that exists amongst our fishermen.



Eesha Azam

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## Be The One

My project revolves around First aid and what it truly means. It aims to make people understand how first aid works, and when does first aid apply. The project hopes to raise awareness about how important it is to learn first aid by letting them know what not to do in a certain life and death situation. In our community, we heavily depend on home remedies the moment some medical emergency arises. People need to understand and learn the right way, and realize that a home remedy will not work most of the time. They need to realize that accidents can happen anywhere (and at any time). Anyone can become a victim—your loved ones should know the right way to provide first aid.





Halima Saadia

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### Guzartay Raho

This project is a visual narrative of the Gizri Commercial Area. It is a commentary on the social conditions of the area as a consequence of the recent construction of the flyover. Guzartay Raho visualizes the series of developments that Gizri has gone through, building towards the dualism that exists within the same landscape that we fly over each day without questioning the real meaning of progressive development in the city.



Hamid Raza

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### Shehr-e-Khamoshaan

This thesis project is a proposal for an animated feature film that is based on Habib Jalib's poem "Dastoor". This proposed film is set in Karachi. The crime rate is at its peak. Karachi is portrayed as a dark and chaotic city. It centers on the story of an individual, Mukhtaar Ahmed, who has become disillusioned with his surroundings and aims to rebel against the corrupt administration. My thesis project is comprised of concept art for this movie—character design, storyboarding and environment design.





## Hassam Ali Khan

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### Soch

This thesis basically aims at the awareness and personal understanding of a tool famously known as 'theatre'. In the past years, this particular medium was not just used for the sake of entertainment but brought change to the political climate of Pakistan. Therefore, a radio show is designed with the compilations of various inter-related short stories. Each story is comprised of a mastermind who has dedicated his/her life to the country through the medium of theatre. A character named 'Soch' is one of them and therefore serves as a unifying force for all.

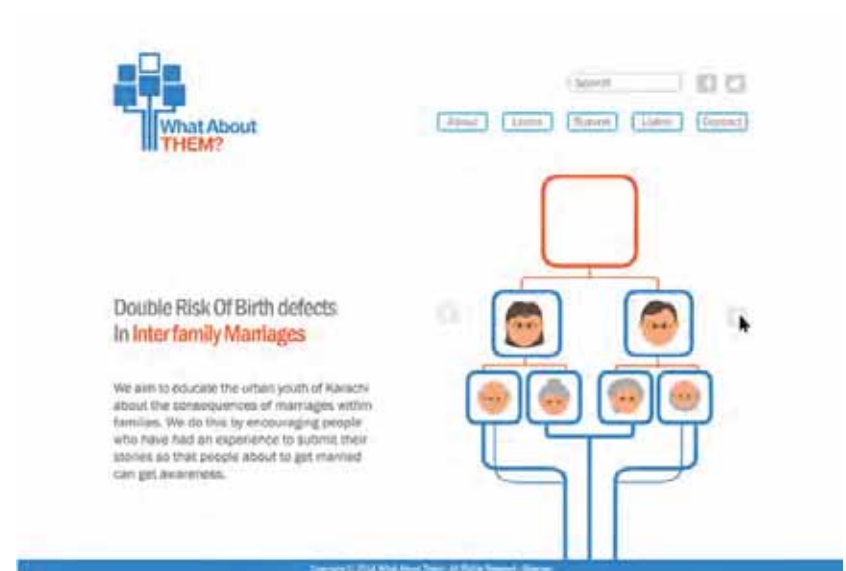


## Hira Fareed

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### What About Them

A community that aims to educate the urban youth of Karachi about the consequences of marriages within families—primarily about the marriage between first cousins, which can lead to deformities in the offspring. It encourages people who have gone through such arrangements to submit their stories, and create awareness for people not yet married. It promotes the website through a video, played on social media and Television. The campaign is further promoted through posters, infographics, and a viral video.





## Jibran Saeed

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### Kickstart

Karachi, the biggest city of Pakistan, is home to more than 1.6 crore people. At an average 91 road traffic accidents happen every day, in which motorcycles contribute the most. Kick Start is a campaign that points out the mistakes motorcyclists make due to negligence or lack of awareness.



## Kashif Ahmed

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### Beyond the beauty of sea life

In our society, seafood is considered to be a healthy meal full of protein and vitamins. However, people are unaware of the fact that throwing waste in the sea causes sea pollution, which makes the food automatically unhealthy for us. This project also highlights pollution, its side effects on the sea, how prevalent it is in the sea, and how it is diminishing the beauty of it. It also talks about how pollution is unintentionally becoming a part of our meal. I hope my project makes people realize that if they want healthy seafood, they should make an effort to keep the seawater clean.





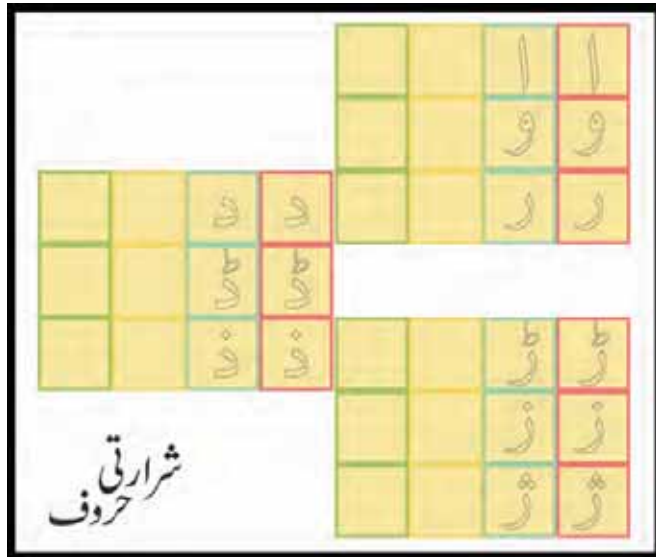
## Maha Hussain

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### Aao Urdu Seekhein

This project is an aid for 6 year olds who have dyslexia. As many things are happening world over for dyslexia in English, our own mother tongue unfortunately takes a back seat. This project is a game board, which helps children to learn their Urdu alphabets better through a multisensory way that helps them retain and learn better. The project involves 4 activities for the learning of each alphabet, 3D puzzle making, learning the position of dots, tracing and the formation on the alphabet. The most commonly made mistakes by these children are, mirror writing, confusion of the dots, and forming the alphabet and these mistakes are targeted through the activities.



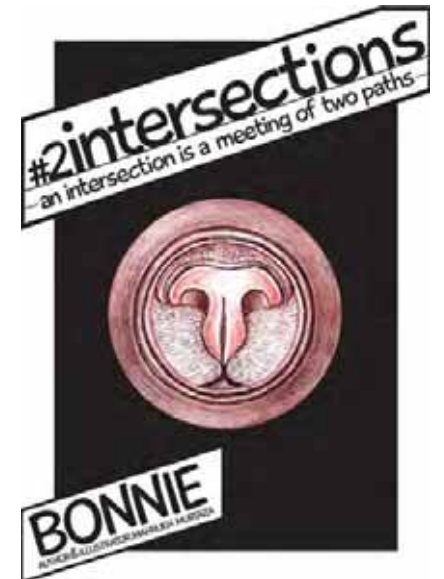
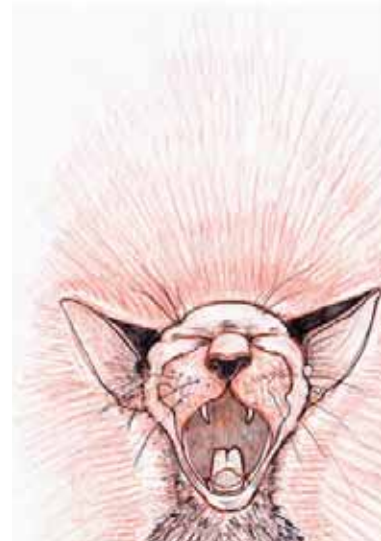
## Mahrukh Murtaza

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### Intersections

As individuals we follow unique paths in life, which often intersect with those of others. At times these meetings are brief, and we forget about them soon. But at times these meetings are long lasting and leave a deep impression on us. And for some people, the most significant intersections in their lives are not even with people. Intersections is a three part self publication which charts out the story of the Murt family as their lives intersect with those of the cats in their environment and how these intersections affect them and make them realize certain aspects about the relationship between people and animals in an urban setting.



Maryam Rashid

## Chai

Chai is one of those integral and intricate significances of Pakistani culture. It is an important part that was introduced, and later left behind, by the British. It is a source of bridging gaps, forming connections, bringing out creativity and innovation, and a gist of reunion. Whenever you receive few a guests or family at home, tea is made and served. It is not a just a drink, it becomes an excuse to spend time with friends and family. With increasing Chai drinkers in Pakistan, it has made this country a 3rd largest importer of tea.



Mohammad Mohsin Akbar

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## Retribution: The Counter Blow

Hardcore games are often of a violent nature that tend to have a negative impact on the psyche of their players. This thesis project is a proposal for a stealth game with a lesser violent streak, which is based in Karachi. The protagonist is Sikandar Iqbal, a soldier whose family was killed in a massacre by the terrorist group TTP (Tehrik-e-Taliban Pakistan). Enraged, he seeks revenge for his family's death, especially after getting fired from the army for using army intelligence for his personal vengeance. The gameplay consists of spying on the terrorist group by collecting clues through covert photos and recordings that help him get closer to his target. This game is supposed to have subsequent missions. However, this project focuses on a particular one based around the area of Tower, Saddar. This project touches on game design aspects such as character and environment design, interface design, game strategy and navigation.





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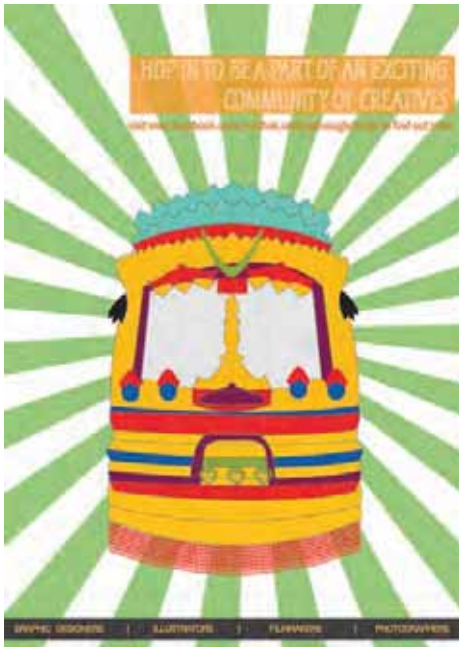


Mariam Ali

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## Uniting Indo-Pak through design

Baithak is a community of designers from India and Pakistan working together for an electronic exchange of ideas and experiences with an aim of improvement of mutual understanding of respective cultures. We facilitate dialogue and provide a platform for creative expression in hope of bridging the conversational gap and sustaining communication to evolve as sociable neighbours.



## Nanhey Vaqueel

Nanhey Vaqueel is a book series of illustrated laws. The project is based on the need to be informed about civilian law and the difficult language it is available in. Graphic design has been used to simplify information, and to make it more interesting for children. The book on display is about child protection laws based on the CRC, and other legal papers published in Pakistan.





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## Wasooli

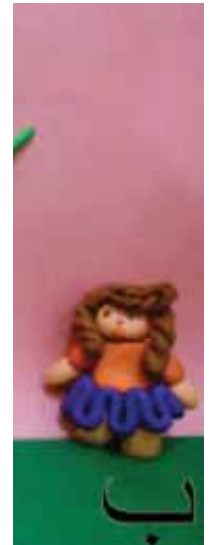
The citizens of Karachi have, with time, adapted to the lack of security that characterizes this diverse city. As a result, many of us have become immune to the problems. We face each calamity with a measure of indifference and desensitization. We hear every day of the misfortune of others, thinking of course that there is nothing in our power that can alter the current circumstances. Wasooli is a campaign that challenges this notion and encourages people to take the situation of mobile theft into their own hands. The campaign aims to highlight the means through which stolen mobile phones can not only be reported and recovered, but can also be rendered obsolete in the hands of the thief. Through a step-by-step process, I have shown how this can be achieved—starting with finding out one's IMEI number and reporting it as soon as the theft occurs. A commercial has been used to explain this process, as well as a pamphlet to circulate this information amongst all the ranks existing in society who can benefit from this information. Through this campaign, I wish to not only help individuals in regaining their phones but also alleviate this problem entirely from society so that we can live a little more freely in the city that we all love.

**WASOOLI**



## Sara and the Sindhi Letter Lands

This project unlocks the journey of a seven-year old girl named Sara. Sara is a Sindhi student in Karachi and is learning Sindhi letters. Sara travels to different fantasy letter lands. One day, while reading her Sindhi letter book, she sleeps and opens her eyes in the lands of Bay, Tay and Jeem and their different forms in Sindhi. Every land has its own significant features according to the anatomy of the letters. This project aims to make children learn the different kinds of letters that exist in Sindhi by means of story-telling and confuse them when they read the Sindhi Qaeda.





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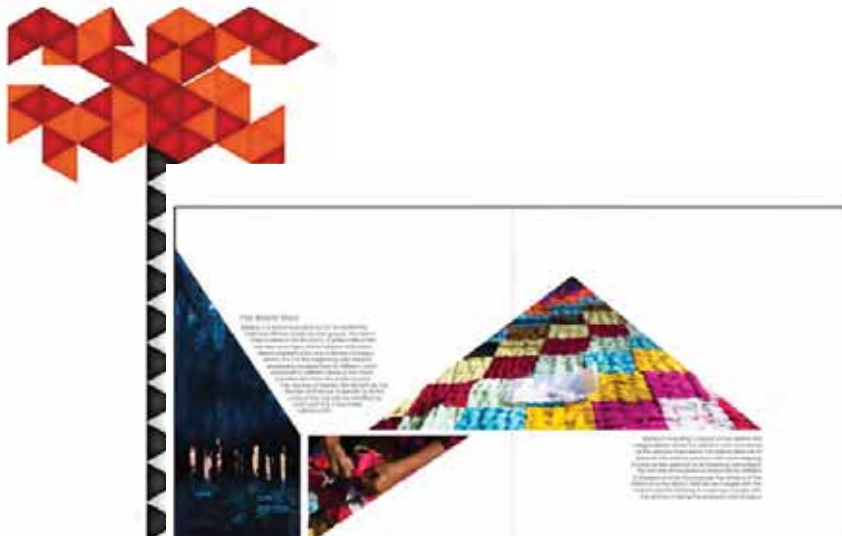
Omer Shahid

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## Kalakar: Branding Local Crafts

Kalakar is a brand based on the One Village One Product (OVOP) philosophy. OVOP propagates that to achieve economic development in rural areas, it is essential to help villages in identifying and developing their unique crafts and helping them in finding avenues to sell these products. Kalakar is a brand for the craft of Rilli produced by the women of Khairpur. With contemporary designing and branding, the brand showcases these products and markets them to urban and international clientele. The brand attempts to promote, not just the product line but the stories, origins and artists behind it.



## The Other Side

The structures to which we have subscribed to for so long are really true or maybe things are different than we think they are? We always take traditional forms that portray the world as being one way or one sided. However, appearances can be deceptive—what is seen is not always what it appears to be. The exhibition uses classic folklore (fairytales) as a conduit to deliver the bigger message that there are many sides of every story, and now it's time to know the other side, which is equally as important.



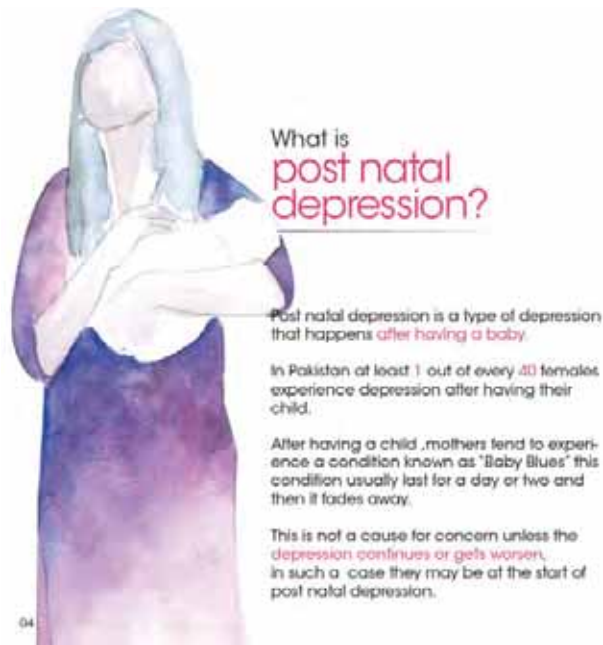


Palvesha Tariq Hilaly

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## Mothers Perspective

Mothers Perspective is an awareness campaign by Aman Foundation on Postnatal depression. The aim of the campaign is to create awareness among the upper middle class females and new mothers that belong from that class. The campaign will educate the mothers of the symptoms and the causes of postnatal depression—why does it happen and how they can identify it. Other than that, it will also give guidelines as to how females can help themselves and how can they reach out for help.



Rabia Abbas Khan

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## The Storyteller

We don't think about shoes other than wearing them; they serve a big deal in our lives; they have been through everything the person has, but through a different perspective; shoes can describe a person's personality; they also give hints about what the person has gone through or where he/she is coming from. I am personifying shoes through unconventional portraits; shoes are being used to communicate a narrative of a person's life. Shoes are taken as a metaphor to create empathy. The idea of walking in someone's shoes is indirectly being used to tell someone's story. My project will be showing the diversity in our community, and will be revolving around people from different walks of life and their stories. My communication strategy includes shoes as 3d objects telling their stories, unconventional portraits, posters showing different personalities and interpretations, and a blog which is archiving and globalizing the idea so it continues on. There will be an interactive installation and giveaways to make people follow the blog.





## Rameez Zahid

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### We see differently

We see differently is an awareness campaign about the challenges faced by children in their early ages due to undiagnosed color vision deficiency. The campaign centers on a character called Papu, a chameleon who cannot change its colors because of color vision deficiency. He shares his story and informs children, parents, and teachers of what particular problems can arise and how to tackle them to make learning and playing easy for the color deficient children in their early years and in their adolescence. The awareness is created through posters, a brochure, and a storybook.



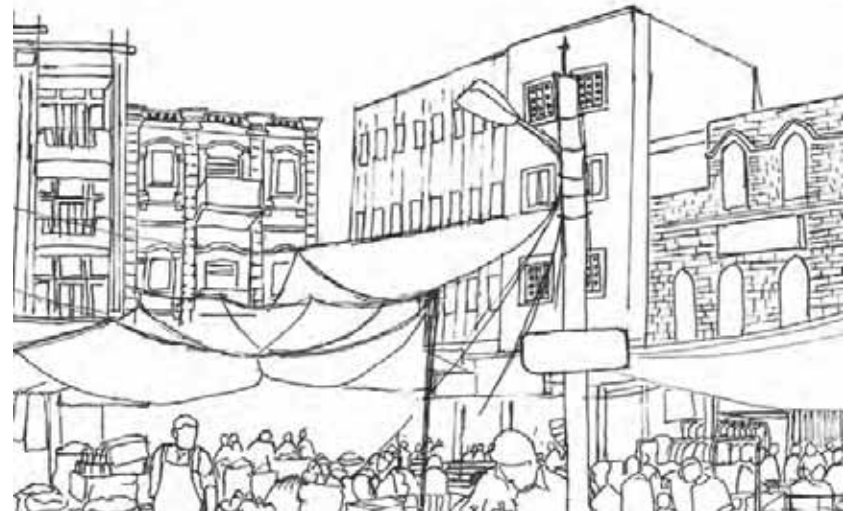
## Rohail Safdar Munshi

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### Jodia Kahani

Jodia Bazaar, one of the oldest and busiest markets of Karachi, is an intensely active bazaar filled with Karachi's life of today. The bazaar consists of several different areas, which sell items that are commonly used for household and industrial purposes. My Project aims to highlight Jodia Bazaar as a microcosm of Karachi that shows its true personality, and gives account of people who have witnessed its growth and development.





Shahmir Shahid Khan

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### Raasta Doh: A Traffic Control Application

Raasta Doh is a design solution to the traffic jams in Karachi that are a possible cause of the increasing crime rate in the city. While this project is based on the I.I.Chundrigar Road, it is a proposal to navigate through the entire city through suggestions for alternative routes that may or may not have a crime history, thus making the users more informed about their day-to-day commute.



Sobia Iqbal Farooqui

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### The National Museum of Pakistan

Save the National Museum Campaign is an initiative taken by Thunderclap to highlight the issues of National Museum of Pakistan to change the way our history is projected and perceived. For a country with a rich history, it is heart breaking to see how it's not being preserved in this era of technology and advancement of museology and conservation. This nation requires a National museum worthy of its great cultural heritage. In order to achieve this dream, Thunderclap aspires to gain confidence of public in our cause to influence the Government to take serious action in conservation and preservation of the museum; to provide highest quality visitor experience so that every Pakistani citizen is aware of their heritage and takes pride in it.





## Syed Aarsal

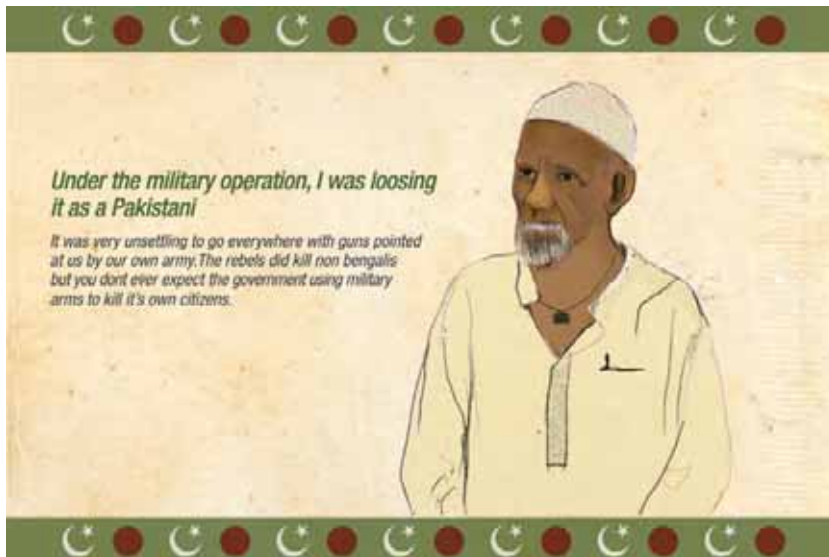
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### Project tile Here

December 1970 was the first time general elections were held in Pakistan. More than 50% of the population declared Awami League the eligible leaders of the Islamic Republic of Pakistan. However, what happened next was a brutal act that is often silenced in our country's history. The date that was announced to call the assembly of the parliament was instead used to send in army to control East Pakistan.

This project narrates and depicts the accounts of immigrants from East Pakistan—attempting to create awareness about social injustices that were done to the majority of the population, the Bengalis, by the elite of this country.



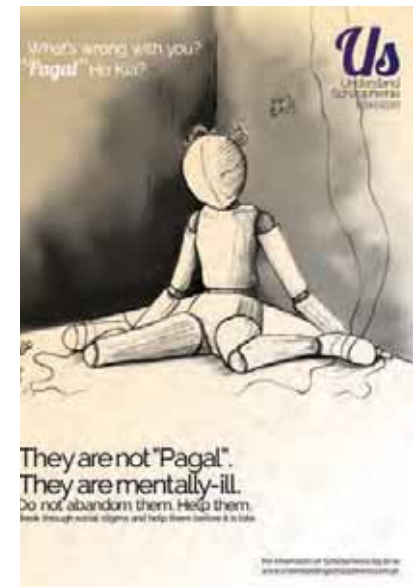
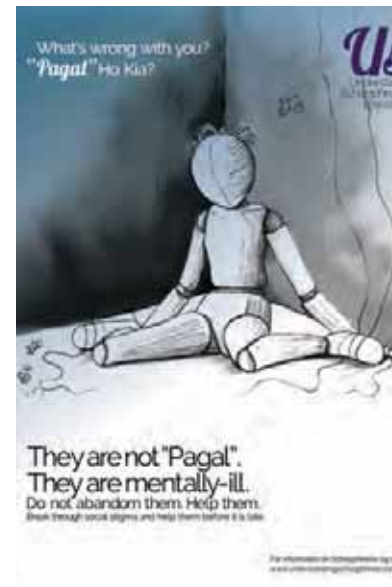
## Tarab Zehra Abedi

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### Understanding Schizophrenia

This Project aims to create awareness regarding the mental illness Schizophrenia and to change its view in society. This project consists of a website platform where all information and guidance regarding what is schizophrenia, how it can be handled, coped and understood in society is available. It is a platform for families to come together for support and help their loved ones suffering from schizophrenia. This project also consists of a campaign that not only promotes the website, but also some awareness regarding Schizophrenia. The campaign is also an activation campaign against social stigma attached to mental illness as madness.





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## Whisper O

Sound is a powerful medium, and is present all around us. Every object creates sound of its own. As time passes, environment around us changes, people change, things change, technology changes, and so does the sound. The sounds that we used to hear in our childhood do not exist anymore, but we can recall it through our memories. So there is a possibility that the sounds we hear today might not be there after several years. Whisper O is an online application that helps people tag their sounds on a map in a particular space and time. This app will be archiving sounds so that they are preserved for the future.



## Forgotten Karachi

Forgotten Karachi is an exhibit design, informing the viewers of the forgotten past of Karachi. The exhibit focuses on the once major community in Karachi, the Hindus, and their contribution towards the making of Karachi. Using the mediums of visual story telling, it narrates the stories of the minority's undoubted involvement and along the way remove misconceptions regarding their identity. The exhibit, by using the concept of time travel, aims to encourage people to conserve and contribute towards the city's heritage.





Zehra Hasan

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## Anjuman

Anjuman is an initiative that aims to archive the multitude of Urdu short stories and categorize them according to eras, authors and genres. It is a virtual platform that provides various features allowing for a newer, younger readership to develop, such as the availability of the content in both Urdu and English, and a systematic documentation of works that facilitates the reading process. The website focuses on the writings that were produced during the Progressive Writers era of the 1930's and the prominent writers of that time, whose works fall under a variety of genres. This project aims to rectify the current problem of inaccessibility we face today with regards to Urdu literature. The creation of this virtual community caters to the needs of individual readers. The interaction between these individuals augments the experience through the usage of modern technology, and thus provides a sustainable facility for readers wishing to become more familiar with the content.

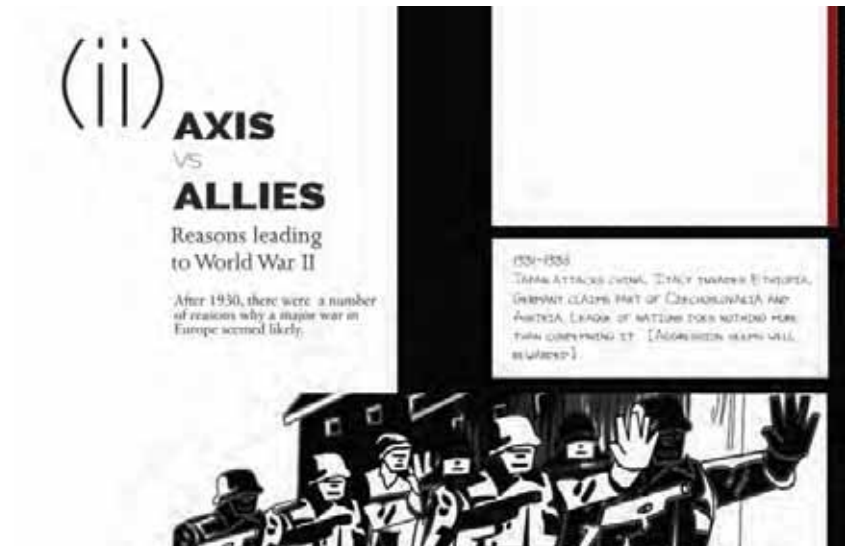


Zehra Nawab

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## Re-visioning History

For students, the Pakistan History textbook is an important insight and connection to their past. There is thus an overriding need to restructure the Pakistan History textbooks as a tool of communication with young minds. Rearrangement of how chapters are divided, along with the proposed parallel timeline concept and design intervention, in textbooks can help instill aspects of critical thinking and engagement with content in students. A walk in exhibition that allows viewers to interact with the prototype designed, with content based on the National Curriculum guidelines—the interventions proposed can be seen, studied and compared to other existing Pakistan History Textbooks.



DEPARTMENT OF TEXTILE DESIGN  
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### Geometric Couching

As I am design intervention major I have to choose a craft for my final thesis project and a cluster of artisans who knows the craft. For my thesis project I took couching embroidery technique as my craft. The reason I choose couching is because it is not used much today as a craft and I explored different kinds of threads. My source is geometric, lines and circles varying in sizes and thickness, I want my source to be simple. As my craft is very flexible and can mold in any direction. I have designed jackets and pants for my products.

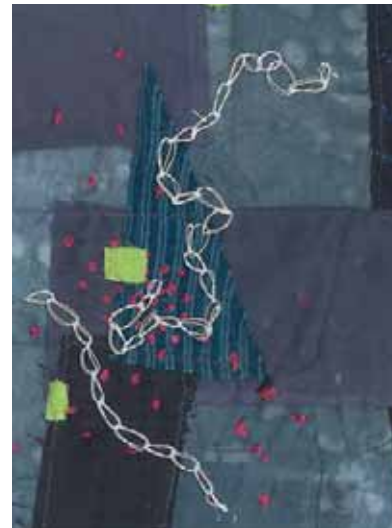


Annie Zubair

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### Katra Katra banta hai Darya

My thesis topic is Creative Embroidery. I have worked with left over cotton fabric and through different stitching techniques have created textures. The idea is to restore the life and honor the material initially enjoyed which is very sensitive and personal. Every piece has a story and the patch adds on to that story making it more interesting. It is exactly the feeling one gets while looking at places ages old; they undergo a series of changes but each change is an explanation within itself of the times gone by. When anything is broken, people dare to do new things. This can however, raise the object to a whole new level of appreciation. The proof of its fragility and its resistance is what makes it beautiful.





Ayesha Basit

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My idea revolves around portraying the Humans of Karachi in miniature style. I specifically opted for miniature style because it explains a complete story in a single scene. Every human living in Karachi has distinct individual stories which collectively merge together into a single story and make Karachi what it is. I was motivated to work on Humans of Karachi as I wanted to show the world how Humans of Karachi look when seen in detail through miniature style. I wanted to show how lively, colourful, full of life, friendly and interconnected they are. I wanted to showcase Humans of Karachi through my eyes and I clicked all those humans that fascinated me.



Ayesha Parekh

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### 'Rugs'

For my thesis I have designed a collection of rugs. My interest developed in this because I have never worked with structures before. The material that I have used is hosiery. My color theme is bright and neutral colors. Rugs are very comfortable and easy to handle in respect to its use. The structures and colours work perfectly together.





Ayesha Rauf

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## Knots in crochet

Crochet is my chosen craft for my thesis project. Crochet is a process of creating fabric from yarn, thread and other material using a bent crochet hook. Traditionally crochet is associated with home crafts such as doilies made using silken threads. I decided to use the material jersey for my crochet because when woven it is flexible, strong, easy to dye and easily available in the market for my artisans to remake the designs and easily washable. I also chose this craft because I had come across poufs and cushions in printed and woven techniques and I thought it would be a challenge to experiment with crochet. I am working with crochet women of an NGO called RLCC (Ra'anna Liaquat Craftmen's Colony). The women are highly skilled at their craft but they had never used jersey as a material for their crochet products. My product consists of seat and stool covers and different shapes of poufs created with the different techniques of crochet. The source, which I have picked for my thesis, is flowers and used an earthy colour palette for my products.



Farda Khawar

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## Patch Play

My thesis project revolves around the local craft of Rilli (Patch work) practiced in Pakistan by many local women of Sindh and Baluchistan in surplus quantities. Although the craft has its own market but the idea here is to intervene the limited product range, design, material, scale and color sensibility. The thought is to keep both the traditional essence of the craft by developing a surface with help of attaching it piece by piece, and the use of the left over fabric. The women back in the villages reuse the old fabric or make use of the left over cloth, in my project I have taken this idea forward with the use of textile factory left over, available to us in the local markets. And to attract contemporary markets' interest and attention towards this art I have chosen to create a range of poufs and bean bags. I have incorporated existing prints; have experimented with large scale to very minute scale pieces. Have used the very regular symmetrical pattern as well as have gone very crazy and hap hazard with the design. Play with striped prints and accents have also been a great interest in my intervention of this craft. Furthermore I have added a little more functionality to the product to create more interest and to add more value to the design.





Fatima Sajid

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### Quilt Coverings

As I am a design intervention major my topic revolves around three different crafts: running stitch, patch work and quilting. I decided to use scrap material from tailors factories and my house that I put together in patches through different geometrical compositions. By adding different shapes like birds and bottles I have created interesting imagery by the use of the three crafts. I have made a range of storage products varying from trunks to little pouches. I explored different shapes and sizes of storage products out of which I chose a few as my final pieces. The wide range of products consists of a range of colors and produces that will attract many.



Fatima Zulfiqar

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### 'Rugs'

I was inspired by the colors of autumn as it entails beautiful shades of oranges, yellow, red, brown and etc. I used patsan (raw jute) and dyed it into different colors as it has the attribute of embracing colors eloquently and becomes softer after dyeing. My designs are very contemporary as the idea was to keep it modern and simple. I have worked with different sizes – the smallest size being 2.5 x 4.5 and the biggest being 2.5 x 10 feet.





**Madiha Chhotani**

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## Facade Frenzy

My aim for the thesis is to design and produce table covers and table runners for home textiles, inspired by wall facades from our surroundings to create modern, contemporary designs catering to middle/upper class. "Facade" the word comes from the French language, literally meaning Frontage or Face. A facade or façade is generally one exterior side of a building, usually, but not always, the front. In my thesis I have used the technique called "TUK" which means, "cut". My artisans practice this technique in the sector called "SAFURA GHOT". I selected facades from my surrounding in order to help my artisans be able to relate and get inspired positively. The geometric patterns (facades) in my design are mostly traditional, which I have integrated with the use of "kantha" lines to make it a contemporary composition.



**Maha Sajid**

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## Bedouin

For my thesis, I had the great opportunity to design a hypothetical collection for the design house DAAMAN. I was inspired by Bedouins for this collection which is also the theme. Bedouins are the Arab nomads, the desert dwellers; their ability to withstand and survive in the extreme weathers inspired me. This was a hands-on experience of design implementation, my learning started from scratch and extended to the actual collection of garments that were displayed.





Maham Mustafa Talpur

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### Kambira galore

As I am design intervention major I have chosen Kambira craft for my thesis. It is form of hand embroidery that gives a cloth 3-D appearance. Kambira is famous technique of Tharparkar, but unfortunately it's almost disappeared. The craft has lost its identity. Traditionally Kambira is used in rilli, mostly it's in jaal form. I am modified this technique using with different scales and size. I have using Kambira patterns in different designs with the help of their surrounding like birds, cow etc, and using bright colors. I have modified all the traditional essence is compiled into trendy cloth bags.



Maira Suhail

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### Maps of Karachi

Description: Karachi has a lot of attractions for people of all ages. These illustrated maps highlight and promote the areas that can be thoroughly explored and enjoyed. There is a food map that shows the different kinds of delicacies one can experience in Karachi. There is a map that shows all the iconic monuments and architecture of the city. Another map is illustrated entirely on the recreational activities in Karachi and lastly there is a map dedicated entirely to the diverse shopping available of Karachi.



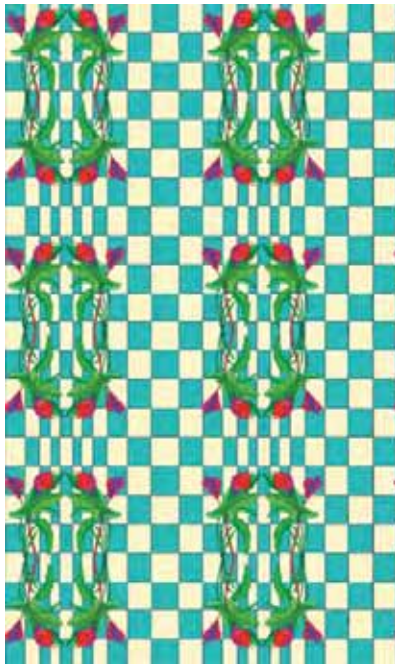


## Mariam Irfan Moosa

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### Organic meets Geometric

My thesis is a collection of digitally printed yardages for a prêt wear collection. I have worked with botanical flowers and infused them with basic geometric shapes to create a series of prints. There is a combination of hardness and softness in my prints which is something that I have always liked working with.



## Mariam Mustafa

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### Bachon ka Pakistan

The idea was to make children's school accessories that have the Pakistani cartoon characters that they love but can't find in the market and also the cartoon characters that are not from Pakistan but have been portrayed as Pakistanis. Along with cartoon characters, I've used different kinds of Pakistani embroideries, monuments and famous places like Thar and Kalash Valley to build a sense of ownership in kids with Pakistani Assets. The product range included school bags, pencil cases and note books with a bright and fun color palette to further attract children.





Mashal Zawar

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### Embroidery on Leather

Shoemaking and work on leather has strong roots in the Subcontinent. However, with time, due to increase in expenses and low returns and profits, artisans have started to give up this craft. My thesis has two main objectives. 1. Reviving the craft of embroidery on leather as most people have started to opt for cheaper alternatives such as raxine and cloth for shoes, and 2. Product exploration. Embroidery on leather is usually for 'khussas' locally. My thesis extends this craft to western footwear for both men and women so that it appeals to the international market too.

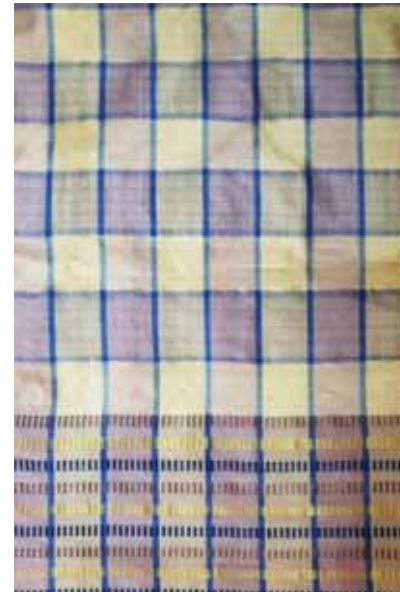


Maryam Taseer

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### Cotton Silk Natural Dyed Stoles

My design includes a collection of woven cotton silk stoles with natural dyes as my source of inspiration. I have experimented with different natural materials to create shades of green, brown, indigo, yellow and blacks. I have made my designs keeping in mind the sensitivity and simplicity of nature. I have incorporated the techniques of supplementary weft and gold silver foil printing to enhance my designs. is





Moomal Fatima

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Nimra Tanveer Mannoo

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## Suroundings

The basic idea was to experiment and explore something to which artisans are familiar with for example they knew the technique “embroidery” but to make it more relatable and understandable to them I picked the objects of their and my surrounding as a source. For example sewing machine, threads inch tape, paints, coffee mug etc. Some of these objects are right in front of them all the time as they work with them for example sewing machine threads etc. I just picked these object as my design source and translate it into embroidery. For the product we have to keep in mind that artisans themselves can stitch and is new to them, that’s why I chose cushions.



## Massai Mara

My thesis collection is inspired Kenyan tribe, Massai. Masai tribe is known for their beaded accessories, bright colors, prints and different types of silhouettes that they make from wrapping fabric. To execute this theme my primary focus is on the silhouettes. They create different looks by adding layers, making it asymmetrical, tying knots, using loose fabric to make cowls and often add belts to add blousing to the garment. My secondary focus is on the colors, bold prints and the accessories. Keeping Massai Mara’s rich culture in mind I have designed a summer/spring 2015 luxury pret collection.





Sakina Lotia

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## Humara Pakistan

The theme I chose to work with is 'Humara Pakistan.' Based on the current condition in Pakistan and a desire to reclaim our country's former glory, I will be translating the concept using silhouettes derived from the traditional men's apparel- Kameez Shalwar. To further enhance the cuts used in the collection I have made use of techniques such as pleating and pintucks, and have created prints inspired by 'Lollywood' during its golden age. The colour palette is bright and has been derived from the colours traditionally used in 'Khussas.' The collection is designed for Spring/Summer 2015 for a formal Pret line. It will be a fun and playful collection aimed at an 'effortlessly put together' look.



Rehana Iqbal Desai

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## Checks and Stripes

The thesis is a collection of upholstery yardage, for which the source of inspiration is parrots and seashells. The bright colors are coming from the parrots and subtle colors from seashells. Checks and stripes have become very popular; it can be woven printed and embroidered. I found it very interesting therefore I have incorporated this in my thesis and bright are used as an accent. The texture of the fabric and blending of colors within structure gives a refreshing feeling.





**Sania Khaliq**

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### Bachun ki Duniya

The theme of my thesis relates to the stories that children experience or practice in their daily life. What they do? How they do it? Why they do it? Through my thesis project I have tried to capture “bachun ki duniya” and merged them with the concepts that they learn in school, in order to create a unique set of urdu books. These books not only inspire children who can relate it to their daily life but also develop interest in them to learn and speak basic urdu words which is lacking in new generation's life nowadays.



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### A walk in the Woodlands

“There is no better designer than nature.”- Alexander McQueen. My concept is derived from textures found in nature. To be more specific, I aimed to explore the woodland elements which include textures from tree barks/trunks, mushrooms, fungi, moss, etc. The belief that nature is unwaveringly linked to and informed by femininity is so deeply engrained. Therefore, my thesis collection is a representation of nature's feminine qualities which are shown through flows in the silhouettes, while the textures are derived from the various elements found in woodland. In order to execute this collection, different techniques have been incorporated such as fabric manipulation, dip dyes, hand embroidery etc to create this Autumn/Winter 2015 formal pret line.





Sheeba Junejo

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### Animal ornamentation

Animal ornaments is my chosen source for thesis. In interior parts of Pakistan the art of making animal ornaments is very common. The specific techniques on which my work will be based upon are embroidery on ropes, coiling and knotting. These are common techniques which are usually seen in making of reins. My work is an amalgam of all these techniques. I have experimented and creating different types of ropes of various thicknesses. For embroidery I have worked with simple geometric shapes to develop contemporary designs. I have worked with different material like leather, zari, tilla, beads, shells, all kind of threads, plastic, wool etc. The reason, why I chose specifically these techniques, because to me it felt like they have the potential to be transformed into accessories which we wear these days, just like bags, scarves, belts, shoe straps, jewellery, buttons and other different kinds of tassels.



Syeda Fizza Hasan Rizvi

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### Nature's Flight

Nature is indeed beautiful, and birds play an important part in its beauty. The color, skin texture and how freely they move in the environment have always fascinated me. This fascination and interest led me to explore and experiment different techniques for rendering a simple realistic bird in watercolors. Hence, in my thesis, I have explored the technique of linear rendering to create the form of birds using vibrant colors and other design elements. I have designed prints for upholstery which include yardage prints as well as composed flatbed designs for the thesis display.





Tooba Ilyas

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## Leaf Storage

After researching different cultures I found out that basketry is one craft that almost every society/culture has and is something almost every household needs. Therefore as a design intervention major I picked Basketry as a craft to enhance from our local artisans and bring it back in style with innovative colors and bold designs. I have created clothes hampers and innovative storage solutions using baskets so that instead of having just plain usual basket designs there is something new in the market. I have taken the basketry leaves and dyed them in different colors to have an edge in the products to make it stand out from what is already available in the market.



Yusra Aziz

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## Mystic Revelation

I am a print design major and I have worked with the architecture and tile patterns of the historical monuments of Pakistan. Tile decoration and ceramic embellishments have always been a distinctive expression of the architectural heritage of Islam as it continues to live on in the arts of Islam for many years. My prints attempt to record the lesser known aspects of this tradition by focusing on the major ceramic centers of Thatta, Lahore, Multan and Uch. The prints are inspired by traditional yet contemporary style; with the touch of vibrant hues of reds, blues, yellows, oranges and pinks. I have worked with the techniques of water color, pen hatching and color blocking keeping in mind the intricacy and detailing of the architecture and patterns of these beautiful monuments. I have also incorporated different design elements including checks, chevrons and stripes. The whole collection of the prints is digital printed and is designed for luggage bags and suitcases.





Zainab Jabbar

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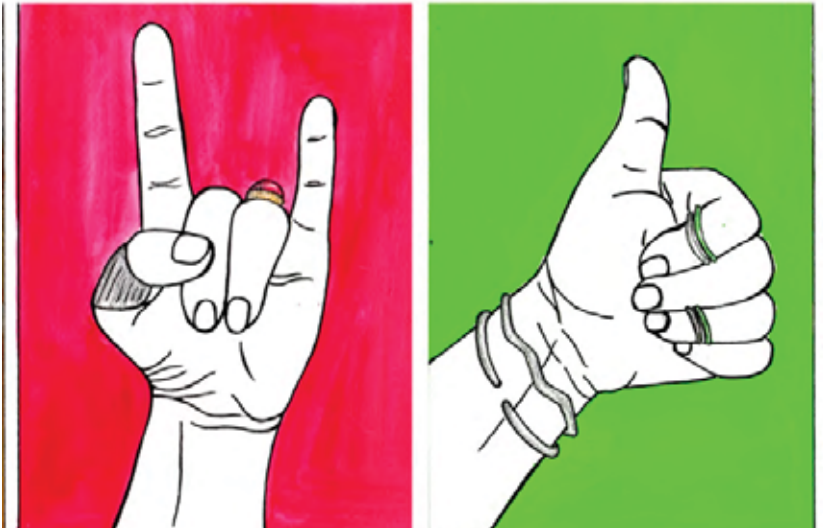


Zara Abdullah

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## The Language of Gestures

I believe that it is rightly said, 'actions speak louder than words', and hence words aren't the only form of communication. The language of hand gestures carry a whole word within itself. Every hand gesture carries a completely different meaning and helps us to communicate clearly and put our point across the board. Moreover, every gesture is associated with different set of meanings in different religions and parts of the world. Hence, in my thesis, I have explored the versatility of hand gestures in providing a unique set of design for apparel, with the use of vibrant colors and other design elements.



## Kalamkar Ka Karachi

My thesis comprises of imagery of people and things we see around us in our environment, the clothes that we see people wearing around us, donkey carts, street vendors, etc in Kalamkari style. Since Karachi has such a diversity in culture and tradition, all people from different cultures settle down here, I have executed the image of our city through drawings and have incorporated our festivals, clothes and a bit of architecture in my work. My color palette includes colors like yellow, florescent pink, teal, oranges, etc. I have also used checks, chevrons, stripes and polka dots as supporting elements in my design. These prints have been used to make a range of table cloths.





DEPARTMENT OF FINE ART  
DEPARTMENT OF FINE ART  
DEPARTMENT OF FINE ART



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## Eik kirdaar ki talash

It is true when they say that some loss can never be regained, and to my misfortune my work talks of one such loss. Based on finding clues to build an image of a character I work to discover the personalities and qualities of my mother. I searched and assembled a set of clues to build an image. The image which I have created may not be a true picture, but it is a picture that I want to see in her as a person. The construction of these clues admits the fact that in the journey of life, a person faces numerous of hardships.

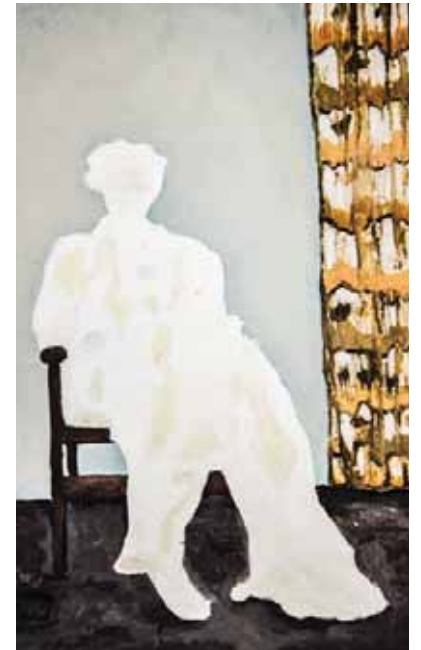


Narmeen Gohar

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## Fading into Present

The work narrates how visuals become memories for a person irrespective of whether it belongs to him or not. The work has been done from the references of my family photographs from the past, which then were scrutinized into paintings and sculptures. These are transformations of particular memories from person to person through the expression of paintings and sculptures derived from a range of recollections.





Rabeea Nasir Bilwani

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### Why so serious?

I started off by translating the incidents that I have experienced because of my unusual laugh, into videos. These are performance based videos featuring stories about myself. The idea eventually evolved into exploring more spaces than myself, hence as a result the disappearance of the figure.



Sabika Yusuf

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### “Deaf, Blind and Dumb.”

This body of work was inspired during a vexing stage of life - a time when life is tedious, unrelenting, and consuming. During this time our perspectives on life become lost to the monotonous daily routine, and we lose sight of what's in the background. Karachi, a turbulent backdrop of life for Pakistanis, has been pushed aside and dwindled to a state of miniscule attention. The constant number of security issues and blasts has made us deaf, blind, and numb. A giant bubble of neglect engulfs what we assume to be the bigger picture, but this piece challenges that assumption and depicts a polarized view of both perspectives for us to consider.





Samra Zamir

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### The Journey Of My Tranforming Aura

I have always been interested in how our emotions are affected by what we see. We always see what we like or either transform it if we do not, I encountered the same emotion. The idea of self assurance always intrigued me towards my body which led me to make something out of it. Keeping my own body as reference I started to make casts of different areas of my body and further transform it. The journey from being hidden and insecure to the idea of becoming vulnerable is what I experienced throughout and thus it became the influence of my work.



Samreen Sultan

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### Khayali Pulao

My work is a conversation with old images derived from my own history. By erasing parts of it and recreating it the way I desire, which does not exist in reality, my personal relationship with the images is created. The imagery consists of moments that are blurred and fading away, just the way history is altered and erased from our minds.





**Sarah Kazmi**

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### Form of the Formless

My work is a correspondence between collecting and creating by transforming the value of everyday objects into museum treasures. It speaks about unformed memories where the space can be grasped only through imagination. The work represents the transformation of memories into formless objects, turning the useful into the impractical.



**Shah Numair Ahmed**

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### Na Ghar ka Na Ghaat ka.

My personal and fabricated experiences are narrated through cloth – laying stress on the baggage one has to carry over the years, while also exploring the history and character the garments and bed sheets themselves embody.





Shaheen Jaffrani

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### 'Who's Mark is it anyway?'

Living in a city like Karachi, we are surrounded by marks, smears and urban decay everywhere. Karachi intertwines its character, drama and love in to the personality of all those who grew up here. This city morphed me in to an individual who is an amalgamation of all its facets. Over the past few months I've been working and researching on natural mark making in my surroundings; which eventually take form over time. My work is about the curious process of the subconscious mind.



Shanzay Subzwari

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### Naam hi kaafi hai

Can using a certain mobile connection really turn our 'boring' lives into an exciting adventure? Will the use of a specific detergent brand surely bring romance into our lives? Not realising how alien and exaggerated advertisements are, one is accustomed to the frivolity of the scenarios they feed to us. By painting the ads and making them my own, I aim to draw attention to their over-the-top content and ability to mould our tastes and opinions.





Syeda Kulsoom Sajjad

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## Mistaken Identities

Incorporating aspect of sound and movement my installation explores the faults in the architecture and spaces around us. Looking at the flaws existing in architectural plans, sculptures of household objects in domestic spaces create deceptive nonfunctional spaces which cannot exist in reality. The interactive sculptures recreated from faulty plans through a minimal approach, brings an element of humor in my work.



Warda Memon

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## Shades of Blue

In a world where materials are given superiority to people, my work began with my obsession of collecting objects in order to hold memories – the very objects I once used to replace memories of people now hold no importance. While not all of those memories were pleasant I found my refuge among the objects of an infant very dear to me; debating his childhood with the one considered normal.





**Yasser Vayani**

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### Confessions of a Sockaholic

Starting with a fetish with socks and intertwining that with the use of found objects my work creates an interesting dialogue between hard and soft materials through expensive and cheap materials. The abject feeling of the sock gives of an aura of human expression whereas the found objects bring with them their own materialistic and transformative quality to the work. Through my exploration with the ideas of soft and hard, my work is a reflection of my own repressed feelings and thoughts.



**Yusuf Uddin Ahmed**

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### The Art of Life

My work is about painting a variety of things through my imagination. I paint them to make things and situations interesting for me and others who view my work. What I enjoy painting the most are people, scenery, landscapes, fruits, houses and designs. I like painting people because it is a challenge and quite difficult.





Zahabia Khatri

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## Beautiful Poison

To be perfect used to be my purpose of existing; flawless and complete. In return the perfectionism deluded me, isolating me from my surroundings, emotions, objectives, and ultimately, myself. My work reflects on the creations of an idealistic mind, the shadow of which still lurks within me without my permission. This beauty from afar is majestic, luring one to come closer and closer... Be warned, however, too close and it may damage you, or otherwise you may damage it. I leave for others to think what may be the purpose of this beauty- or is there any at all.



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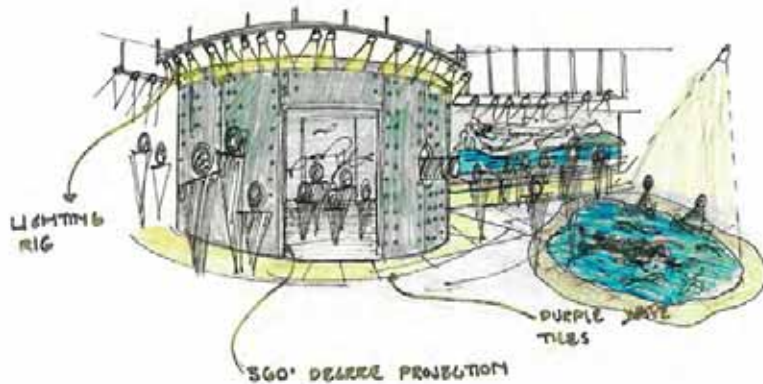


Irtiq Jangda

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## Karachi Marine Hub

Gazing into the infinite horizon, I delved into the mysterious depths of the sea. I was enraptured by a fantasy, rediscovering the vastness of the ocean, a school of fish whirling past me. At that moment I knew, the hidden treasures of Pakistan had to be unlocked. Being a coastal city, Karachi is blessed with a natural heritage that we fail to cherish and preserve. I want to introduce the beautiful marine life we are blessed with to the people of Karachi and highlight a major positive aspect to our nation by taking the concept of my under water experience and translating it into the interior of "Floating Ship", a building situated on the Clifton beach. Providing a diverse program, that promotes awareness by displaying an aquarium with our exotic marine life, and entertainment in the form of sea side dining by the beach and offering education through modern high tech activities to children.



Komal Sohail

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## Designing Space underneath Flyovers

Art has always been associated and commissioned by the elite class in every society. The aim of my thesis is to make art accessible to everyone. In order to achieve this objective it was important to focus on a location accessible to the common people. The unutilized space under "Nipa Flyover" provided me with the perfect location for my target audience. It already has a small "dhaaba" underneath and art activities alongside will make it more entertaining and accessible to the common man, which in turn will result in heightened interest in the subject.

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Maha Javed Chishty

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### Coke Studio: The Institution behind the Music

I can vividly recall that moment when I first heard to Coke Studio. Staring at my computer screen, I put on my headphones and hit play to Aik Alif. Eight hours later I was in the same position wondering what I had just experienced. With this mysterious power that music holds, it is utterly difficult to even begin to articulate the enigmatic effect music has on us. But if I would fancy an effort, I'd say it felt that I had touched the profound universe that exists within the realms of music, and that, is an extraordinary experience. The objective was to design a space that brings Coke Studio and its supporting programs under one roof. Through collaboration of individuals, spaces and functions my project aims to help coke studio bring forth its inner essence and express it in entirety.



Marvi Waheed

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### Sensorium Spa

My design explores the nature of our responses to spatial experience. Focusing on different textures, light, aroma and spatial constructs, it allows the user to differentiate the general perception of an interior space. Creating an acute awareness of the body in relation to its surrounding, it engages the user to its environment, allowing them to feel how a spatial experience can be enhanced using basic design elements. My project is an Elite Members Spa Facility.





## Mehrunisa Shakeel

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### The Polo Club: Revamping an abandoned polo facility

An equestrian sports revival is underway throughout the country. Polo has been neglected in Karachi for quite some time with all of the polo clubs shutting down. My project is an attempt to facilitate this sport which has its roots in our culture and past in the dynamic times of now. I aim to revive the sports by providing a clubhouse facility specifically for polo players where a polo 'lifestyle' is created spatially. It is done by creating some spaces that are distinctly modern, some naturally antique and others places where opposites intersect.



## Nashwah Jafar

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### Hayat-e-Nou: A boutique Hotel

Hayat-e-Nou; revival of culture, is the Rehabilitation & Restoration of the Homi Katrak Chambers. Spaces define our personality and in order to move forward and have a prosperous future one must learn from and retain evidences of the past. The restoration project follows a theme of Pakistani Culture, creating juxtaposition between the past and present so we can learn from our past and look towards the future with hope.

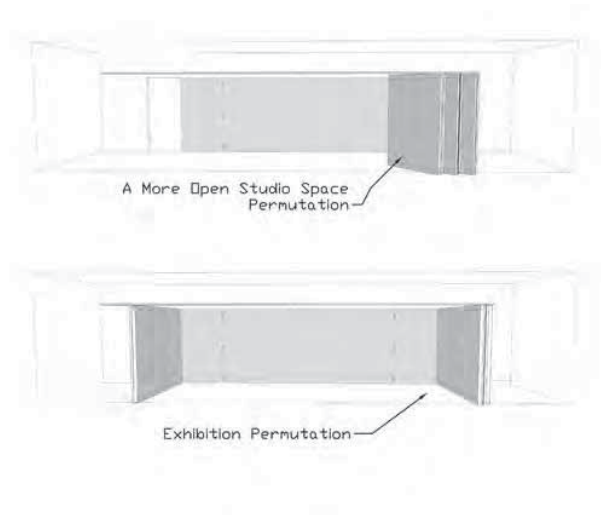




**Sana Mahfooz**  
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## Reach Out: A Teen Initiative

Teen age is the time in an individual's life when a person is going through many physical, mental and emotional changes. This is when we, as a community, need to reach out to these individuals in order to help them achieve their future potential. By creating a modular design using 40' HC containers as site for mobility, a combination of five unique containers is used to create an adaptable design which can be placed in each and every park in Karachi.



**Sara Sultan**  
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## Baithak: Revitalizing Baba-e-Urdu Markaz

My thesis is an adaptive reuse project for the promotion of Urdu Language, which involves a synthesis of the old architectural aesthetics with a contemporary approach to create a community of potential Urdu poets, artists, writers and researchers. The concept involves synthesizing the space through connectivity of space and use of contrasting materials





**Sarah Tariq**

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## Culinary Institute of Pakistan

For a food loving society like ours, there is a need for a state of the art culinary institute where people will not only learn different types of cuisines and the culinary skills required, but also the ethics and etiquettes of storing and serving food.

The project aims to upgrade and design the culinary department of Pakistan Institute of Tourism and Hotel Management (P.I.T.H.M), the first hospitality institute in Pakistan. The idea is to celebrate the academic cooking spaces and have an interior which inspires the food lovers out there.



**Shaireen Bashir**

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## School for the Autistic

This school has been designed specifically to cater to autistic children and the adjustments they require to have healthy learning parameters. The school provides them with facilities ranging from core education to multiple therapeutic services and sensory play areas in order to enhance their capabilities. It has been designed after extensive research and case studies into interventions required for these children. Thus the facility enables them to use their maximum potential and within time become socially responsible individuals of the community. Being Karachi's first ever purpose built autistic school, it also sets design guidelines that should be introduced when developing a school for the autistic.





Sidra Qaiser Bhatti

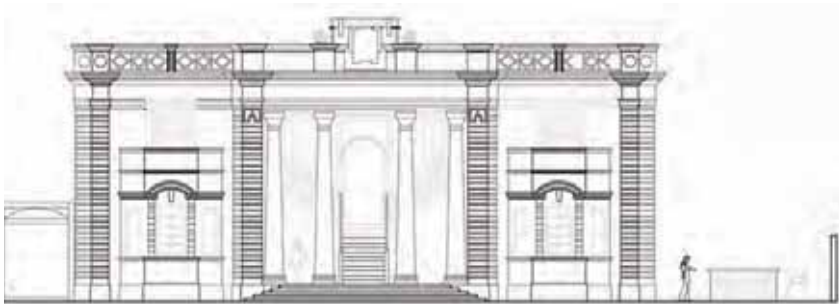
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### Forum of Potters: Crafts Center

Ceramics is an art form indigenous to the country. However, this art form is sadly on the decline, and traditional potters (Kumhars) are deserting their age-old art in pursuit of better-paying opportunities. The purpose of this project is to create a hub for potters. Where they will be taught new techniques and will be given an opportunity to reach public on a wider platform. By reactivating a heritage site, this old craft will attain its required prestigious identity.

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POST GRADUATE PHOTOGRAPHY  
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Dania Ali

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### Tehrao

In "Tehrao" (Stillness), my major project, the meditative silent video represents perpetual change. The freedom to move, to stay only loosely anchored to where one is; yet, also emphasizes the importance of being still, of belonging to a moment. In a time like ours, slowing down is just as crucial. In my other body of work, Takhayul-e-na'paidar (Precarious Thoughts), my work is based around the idea that in the end everything breaks down into fragments to form the whole. What is around us suspends in the air like dust, and therein lies our truth. I allow the viewers to witness a moment by using high-speed photography, which would otherwise be lost in the mundane.





## Viviana Natalie Rodrigues

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In “Moving between the Timbers”, Karachi’s many faces, one of them being the British era buildings, have been photographed. The memories of these quiet, casual interactions have stayed with me, with each visit offering a new point of focus. In this body of work, I have combined multiple images to create a singular image. These juxtaposed images set the stage for more perceived conversations and actions to take place. The images, deliberately devoid of human presence require the viewers to re-think and re-focus within the familiarity of the spaces. My other body of work, “Every Summer has a Story”, I have taken portraits of the Goan community from St. Lawrence parish allowing the viewer a uniquely personal insight into many gifted and talent young people from this subculture of the city. The church and the community has been a significant part of my attachment to this city - the window through which I contextualize my life. Technically, by combining strobe lights and ambient light filtering through the church, my intention is to give them an otherworldly feel.



## Zain Zulfiqar Ali

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In the Present, evokes a sense of place of my old house, which is on the cusp of being inhabited and being abandoned. As with any rendition of home, the experience of place is inextricably tied to those you live with. Through Photography, I create setups that recreate scenarios from the past, in the present. The photographs thereby reconstruct memories from those days, which were fragmented, and few. My other body of work – “Mein te Maasi Gareeb’aan” (I am an old maid), aims to challenge the power structure that creates a hierarchy between someone like Fayyaz (a part-time sex worker) and me. The intention is re-evaluation of social norms that are engrained within us, in the guise of good moral value, that people of a certain social standing do not mix with women of her profession.

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## DIPLOMA FILM AND VIDEO

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## Babar Ali Avesi

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A film comprised of two interconnected vignettes that depict women at two stages of life. The first part centers on a young girl on her ninth birthday who is told that she can no longer play with the boys she had been playing with only the day before because she is now a woman. Told from the perspective of a 9-year-old girl who does not feel like or know what the word “woman” refers to, we see how devastatingly this affects both the girl and the boy with whom she had been friends.

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Dawar Naim

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Awal gul is a film about Family legacy and honor. Faizi is the youngest son of Gul Khan, a drug lord a.k.a The Royal of Hashish. After the death of his father, Faizi along with his friend Jaani end up selling his family's legacy which is a pot of hashish (Awal Gul). Outraged at Faizi's actions his brothers demand to retrieve Awal gul in order to restore their family's honor and please his dead father's soul.



Hamza Rizvi

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Samjhay bachoo is the story of a young and impressionable boy who is obsessed with watching the television. He believes that whatever he sees on screen is the reality, mimicking it in his true life situations, but the outcome in reality is always the opposite. His failure makes him wonder, why is it that only he fails while the protagonist on screen always succeeds. He comes to the realization that everything is an act and grows up to become an actor himself.

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Saleem Ahmed Kauser

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Club'69, is owned by a charming, shrewd and power hungry woman, Mrs. Z. After Chief H.Q.'s military coup, in 1972 and the army bringing forth a religious revolution in the country, spearheaded by Bgd.Q, the Club comes under siege. However, Mrs. Z is unwilling to let go of her glory, which pits her straight against Bgd.



Syed Hasnain Mustafa

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A short film about a Lock Smith (Zohaib) who wants to earn more money for his parents in short time after finding about his lung cancer in last stages and a Greedy Widow (Anita) who wants the wealth of her rich father-in-law (Mohammad Hasan) for her son (Fahad). The lady will use the lock smith for her needs through blackmailing him and eventually go to sanatorium for murder of lock smith and her own son.

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Trishal.P.D.Sonavaria

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My film is based on a true events which are happening with us in our daily life. The major key of the story is how the minorities in our country are led behind in any field just because of their name and class. Strock also carry a very important issue, that is the relation of father and son and the different mind sets.



Osman Rafique

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New wave dialogue is a short documentary on 35mm format vs digital format. the documentary explores the new wave filmmakers adapting to digital format and questions the future of 35mm. digital has revolutionized the whole process of filmmaking by cutting down major expenses and has made the process easier as when compared to 35mm format.. has this change effected the art of story telling is what the documentary discovers.





Ahsan Rizvi

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Namrah Fareed

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**DESCRIPTION OF THE TOPIC: KHUSHKAY** is a story of two street urchins, geeto a street smart and teeto, a dreamer who has single aim that is to sit in a Corolla car. The story is about how sometimes unusual wishes come true in the most unusual ways



### Putli Tamasha

A girl while watching a puppet show is pulled back to one of her painful memories from her childhood. She relives a bitter memory which is shown through montage. The idea is metaphorically depicted showing a naïve child being transformed into a puppet by the abuser pulling out the strings whenever he desires, while the world takes no notice and just acts as a silent spectator enjoying this 'Putli Tamasha.'





## NOOR MUHAMMAD TURK

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### GRIFTH

A man drifting between reality and illusion. Haunted by his past and running from his present. After escaping from his wedding ceremony he gets lost and loses track of his location, time and space. Desperately finding his way out of the nightmarish memories of his which keep him trapped in "the hotel" in the midst of people he thinks he knows or not. In the lock of time and space will he find his way out?



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POST GRADUATE APPAREL DESIGN  
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Akhter-un-nisa Shaikh

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The theme inspiration for my final project comes from OP Art or Optical Art. It is a style of abstract art which describes paintings which create the illusion of movement through lines, patterns, forms of color to achieve a disorientating effect on the viewer. OP style is not only synonymous "Black & White" with combinations and patterns. I used to have thick and thin lines to create illusions in my patterns. I have made tunics and pants which are functional as day wear and they are high contrast in color.



Anum Shahid

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For my ultimate thesis collection, I chose the theme of Art Deco. It specifically reflects modern technology and was characterized by smooth lines, geometric shapes and lavish ornamentations. Back in time, it was the most fashionable and international design movement in modern art. It was widely used in consumer products such as automobiles, furniture, textiles, jewelry and electronic items. Art Deco was a globally popular style that was easy to identify and which affected many areas of design. The main attributes that reflect in my garments are stylized decorative elements using geometrical forms such as rectangles, chevrons, triangles that are arranged in the symmetrical patterns. Moreover, colors that are used in the garments tend to be vivid and high contrast.





Aqeela Qadir

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My collection is inspired by “MARVI”, a Sindh folktale written by Shah Abdul Latif Bhittai. She was an epitome of beauty with a dynamic character, bold, confident, strong and yet feminine inside. These traits are the main source of my collection which helped me to create contemporary silhouette. In my garment I have used bold colors, prints with strong lines and cuts, which infact is the body of Marvi character. I cater to girls who are experimental and young.



Bilal Ashraf

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My final collection is based on a Sufi concept by a Persian writer Faridudin Attar, about a famous mythological bird - Simurgh. The title also comes from his book -“The Conference of Birds”. Collection features a seamless ballad of colors and vibrancy & flimsy fabrics in bright block colors such as white, red, blue, orange and Black on voluminous silhouettes. The transformation of color from whites to black symbolizes the journey of birds as from day to night. The volume in the garments gives suggestion about the grandeur. Various layers of garments has been used to create an idea about the characteristics of Simurgh, which is so powerful as king.





## Insia Hazari

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The theme of my collection is "The Global Nomad", an individual who spends a significant part of her life in various cultures where everything is simultaneously estranged and familiar. As a result they develop layers by experiencing different environmental circumstances. I have focused on this aspect as a source of inspiration. This collection is purely an experiment of amalgamating silhouettes with volume and prints. The element of layering suggests their adaptability and cross cultural skills. My global Nomad is a woman who sees fashion as a creative expression of their independence and individuality.



## Muntehaa Azad

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Androgyny is the combination of masculine and feminine characteristics or sexual ambiguity. Androgynous traits are those that either have no gender value or have some aspects generally attributed to the opposite gender. Here is my women's day wear collection in which i combined masculine silhouettes and very feminine prints with the little drama of colors.





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