

International *Summer Program* Designed in india





... the Overview

The first chapter of the International Summer Program, “Designed in India,” with the British University in Egypt emerged as a transformative crucible, forging a powerful synergy between the design ethos the innovative spirit of the School of Arts & Design at Woxsen University.

For international students, it is difficult to understand and solve global problems with only the perspective and experience of their own culture. By working in intercultural groups with students who are studying completely different design disciplines, these students were able to learn things from new perspectives and about other cultures as they develop close relationships with their group members. This knowledge about other cultures helps develop empathy which can be applied to create global designers that consider the needs of many people. The purpose of the Designed in India Program was to create opportunities for future designers to increase their intercultural awareness, so they are better prepared to contribute to the global age.

Routing through a kaleidoscope of projects, spanning the spectrum from age-old crafts to cutting-edge digital realms, offered a profound immersion into the intricate tapestry of Indian design, seamlessly interwoven with contemporary technological advancements. The first edition of the Designed in India served as a catalyst for cultivating the next generation of design visionaries and researchers, equipping them with a deep-seated understanding and practical acumen.

The curriculum fostered a vibrant ecosystem of interdisciplinary collaboration, as design scholars from diverse cultural perspectives converged to share knowledge, techniques, and creative aspirations. This cross-pollination of ideas ignited a spark of innovation, enabling students to develop a holistic understanding of international design practices by immersing them in the rich tapestry of Indian culture, future designers gained an invaluable perspective that will undoubtedly shape their contributions to the ever-evolving design landscape.

... Highlights

June 30th, Sunday: Arrival on Campus

The International Summer Program 2024 began with the arrival of participants from the British University in Egypt at Woxsen University. This day was dedicated to settling in, orientation, and acclimating to the campus environment, setting the stage for a week of intense learning and collaboration.

July 1st, Monday: Program Launch and Introduction

The program kicked off with a Welcome Session and Keynote speech by Mr. Chahat Mishra, Head of International Relations and Strategic Development. This was followed by ceremonial lamp lighting, symbolizing the program's start. Participants then met each other and their assigned Student and Faculty Buddies, fostering connections and collaboration. followed with the Sustainable Graphic Design Workshop where the participants learned about environmental awareness, sustainability principles, and social responsibility in design & practical strategies for implementing eco-friendly practices in graphic design.

July 2nd, Tuesday: Yoga and Design Thinking Workshop

Participants began their day with a yoga session led by Prof. Vishakha Rao. This session focused on relaxation and physical well-being, helping students manage the demands of the program while enhancing mental clarity and creativity. The main event of the day was the Design Thinking Workshop which aimed to deepen participants' understanding of design thinking, covering the fundamental concepts, the design thinking process, and various tools used in the methodology.

July 3rd, Wednesday: Photography Workshops

The day began with a yoga session, followed by two specialized photography workshops. The first workshop, "Knitting Photographs into Stories," which introduced participants to the fundamentals of visual storytelling, exploring concepts such as 'studium' and 'punctum' in photography, followed with "Architectural Photography, 3D Imaging & Photogrammetry" workshop that delved into the intricacies of photographing architectural spaces and using 3D imaging and photogrammetry techniques. Participants learned how to document architectural details and create detailed 3D models using advanced imaging technologies.

July 4th, Thursday: Heritage Site Visit and Photogrammetry

The day began with yoga before participants traveled to the Qutb Shahi Tombs for a heritage site visit. Professors Shivaram Reddy, Tejas Pawar, and Pradeep Menon led a session on photographic documentation and photogrammetry at the site. Participants engaged in capturing detailed photographs and learned about processing these images for photogrammetric analysis.

July 5th, Friday: Advanced Photogrammetry Workshop

Following the morning yoga session, participants attended an advanced photogrammetry workshop that provided in-depth training on 3D scanning techniques, with the afternoon focused on learning to integrate photogrammetric data into AR/VR environments, enhancing their understanding of how to use these tools for immersive presentations.

July 6th, Saturday: Exploring Hyderabad

Exploring Hyderabad allowed participants to engage in heritage walks through the Old City. Visits included iconic sites such as Charminar and Chowmahalla Palace.

July 8th, Monday: Clay Workshop

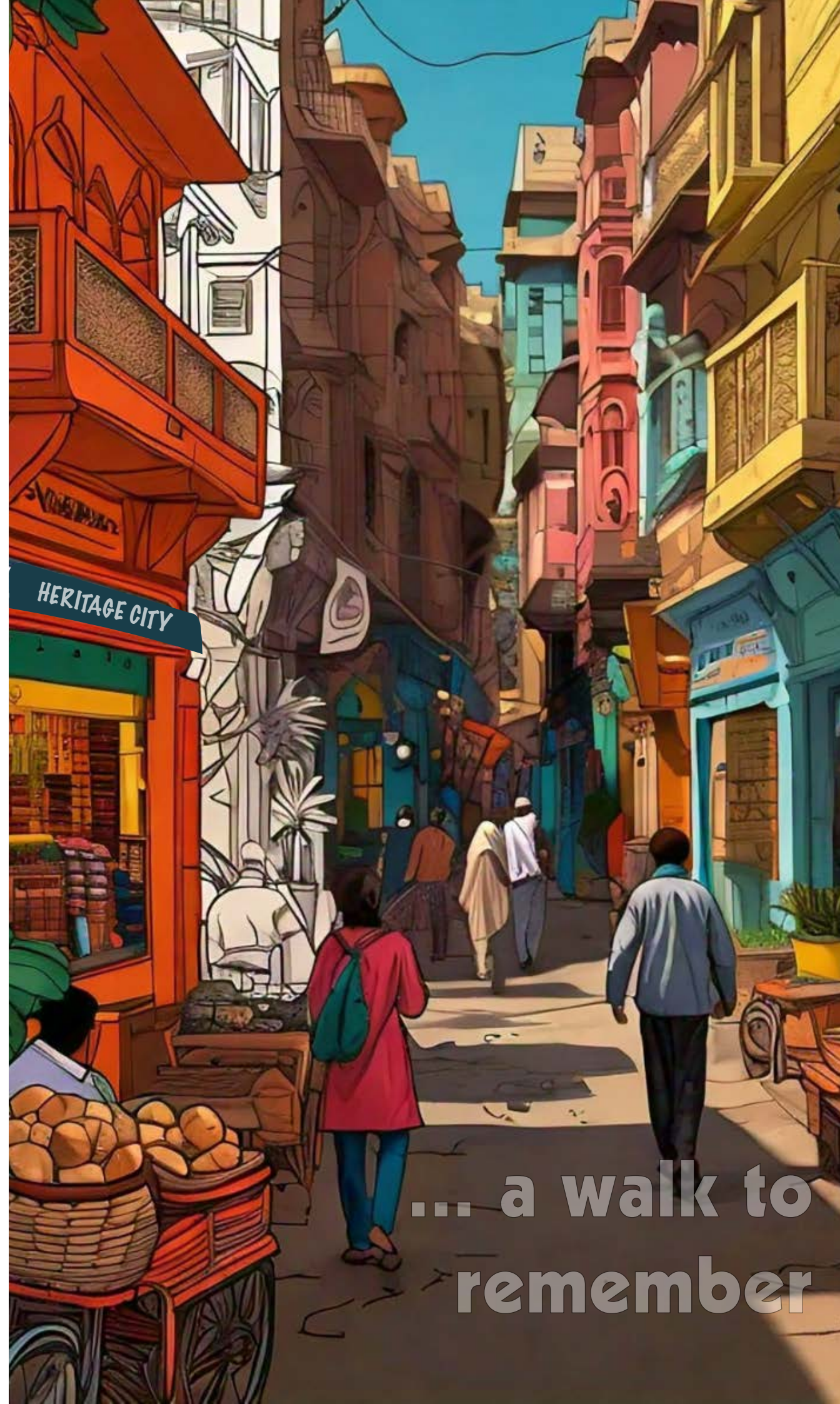
The day featured a comprehensive clay workshop which was divided into two parts: pottery making on a wheel and clay modeling. In the first part of the day, participants practiced creating pottery on a wheel, guided by the artisan's expertise. The second part focused on clay modeling, where students used their concept sketches to create various clay products.

July 9th, Tuesday: Textile Workshops

Participants began their day with yoga before diving into textile workshops which introduced techniques for creating unique patterns and colors on fabric using tie-dye methods and Block Printing Workshop, which covered traditional and contemporary block printing techniques, allowing participants to create their own printed designs on textiles.

July 10th, Wednesday: AI in Design and T-Works Visit

The day started with yoga followed by a visit to T-Works, a Hyderabad-based innovation center, the visit, guided by Prof. Vishakha Rao, provided insights into cutting-edge technologies and collaborative design processes used in prototyping and fabrication.



... a walk to
remember





July 11th, Thursday: Social Design and Sustainable Fashion

Participants began with yoga before attending a screening of the documentary "The True Cost: Clothes to Die For," followed by a brainstorming session led by Prof. Kanna Siripurapu and Prof. Sanjay Guria. This session focused on the social impacts of fashion and sustainability issues within the industry.

In the afternoon, the "Button Masala" workshop, coordinated by Prof. Vishakha Rao, Prof. Sanjay Guria, and Swathi Chandradana, introduced sustainable fashion practices using a button and rubber band approach. This workshop emphasized reducing fabric waste and exploring creative reuse of materials, promoting environmentally friendly and socially responsible fashion design.

July 12th, Friday: Valedictory and Farewell

The final day began with yoga and the video shots meant to capture the experiences of the International Summer Program - Designed in India and BUE-Woxsen collaboration. The later half comprised of the Valedictory Ceremony, featuring address by Dr. Krishna Chalam, Vice Chancellor of Woxsen University, and the distribution of certificates to participants. The ceremony celebrated the completion of the program and acknowledged the achievements of the participants.

July 13th, Saturday: Departure

Participants checked out from the Woxsen University and departed, carrying with them a promising and never ending learning experience and bucket full of memories, enriching blend of educational workshops, cultural experiences, and collaboration opportunities.





... **Workshops**
a visual narration



... The Walkthrough

Scholars embarked on a guided tour that engaged all senses, exploring the intricate details of Indian design in daily existence. The tour focused on the sensory elements of design and included stops at historic sites, artisan workshops, and neighborhood markets. Through the sharing of ideas about their own design sensibilities, Egyptian experts on this voyage promoted cross-cultural engagement and woven a beautiful tapestry of cultural narratives. Through immersion in the sights, sounds, and scents of India, researchers were better able to understand the context in which design changes and were better able to relate to a wider range of user demands.



By - Prof. Kamalanarayanan. K Prof. Mrudul Shyam Chilmulwar, Prof. Shivaram Reddy, Prof. Sanjay Guria



... Sustainable Graphic Design

This workshop taught students how to make powerful graphics with the least amount of negative environmental impact, with an emphasis on eco-friendly design techniques. The importance of sustainability in contemporary design as well as sustainable materials and processes were taught to the participants. Scholars from Egypt and India collaborated to create dialogues about global environmental issues and various approaches to sustainable design, which resulted in creative, environmentally responsible solutions. The students' grasp of sustainability from a variety of angles was enhanced by this cross-cultural discussion, which also increased their ability to design with a global perspective.



... Design Thinking

The principles of design thinking were presented to the scholars throughout the interactive session. Through group projects, they developed their ability to think creatively and come up with original answers to difficulties, which they then applied to actual design challenges. The combination of Indian and Egyptian viewpoints enhanced the ideation sessions, producing original concepts that cut across cultural divides. Through collaboration, students developed an appreciation for many perspectives, promoting an inclusive and compassionate environment during their creative projects.

By - Prof. Munwar Khan &
Prof. Santosh Kocherlakota

... Integrating Design into Business Practices

The convergence of design and business was emphasized in this segment. Academics investigated how design influences everything from customer experience to product development and branding to help businesses succeed. Analyses of case studies of prosperous Indian companies were conducted. Scholars were given an international perspective on design entrepreneurship through collaborative discussions that uncovered the subtleties of incorporating design into business across various markets. Through these exchanges, students gained the ability to function in a variety of corporate settings and were primed for leadership positions in the international design sector.

By - Prof. Munwar Khan &
Prof. Santosh Kocherlakota

... Photogrammetry - Heritage & AR/VR

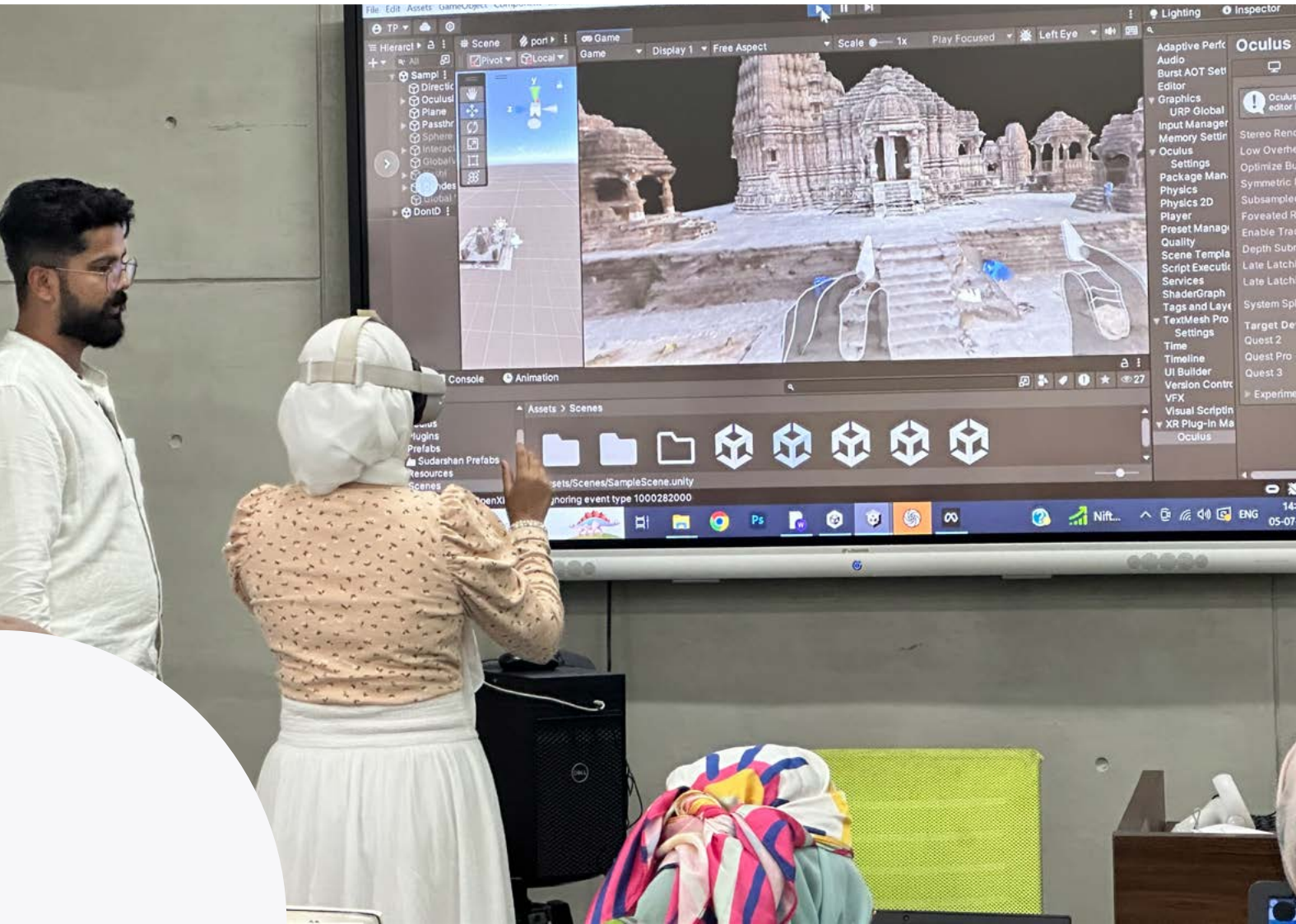
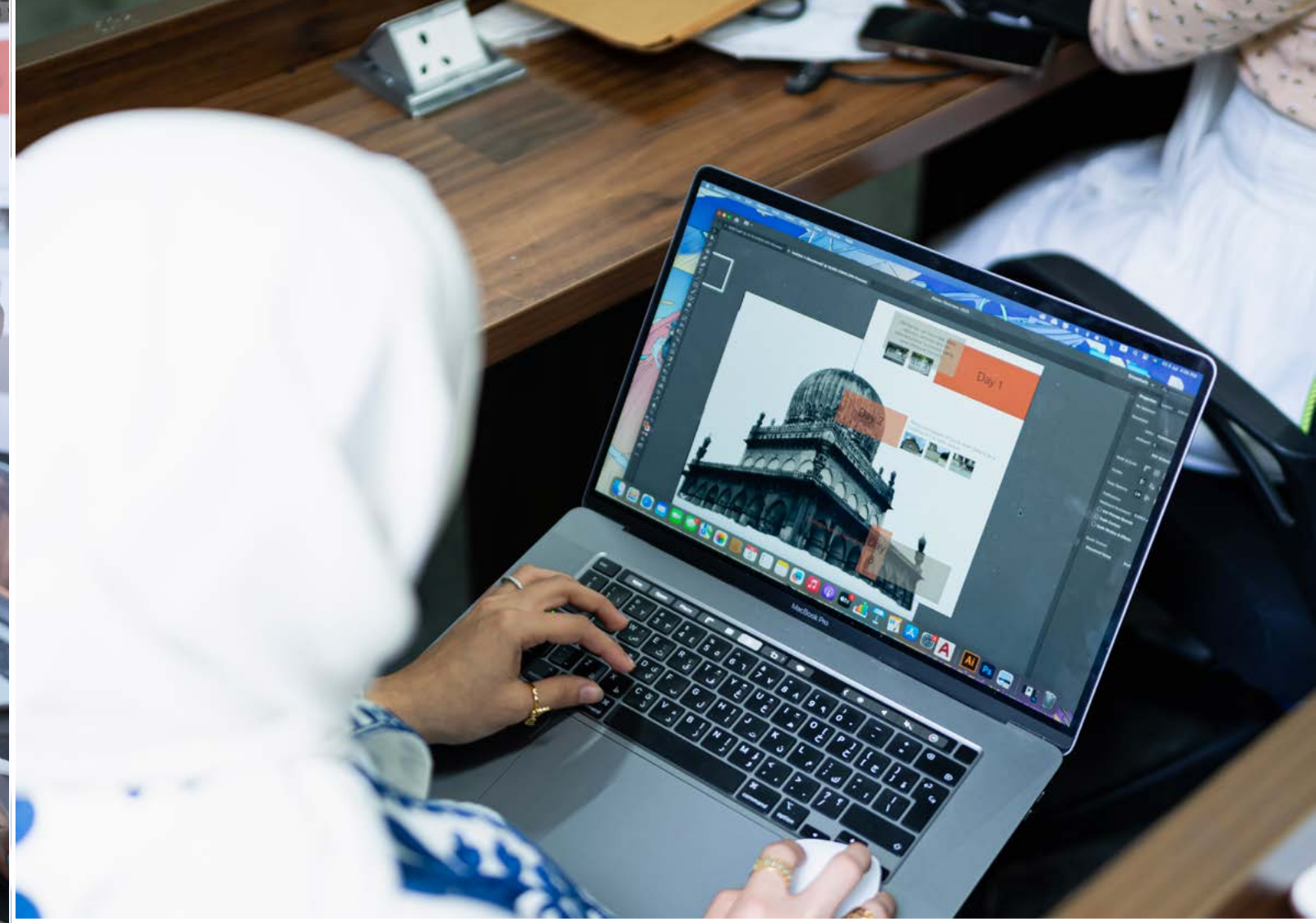
Participants used photogrammetry techniques to create 3D models while visiting historical places. They then used augmented and virtual reality to interact with these models, which gave them new perspectives on how to use technology to convey and preserve cultural heritage. Scholars from Egypt and India collaborated to record and reconstruct historical locations, exchanging insights into each other's distinct cultural pasts and gaining knowledge of each other's approaches to heritage conservation. This cooperative endeavour brought attention to the value of cultural preservation and the part that technology plays in enabling people all over the world to access cultural material.

By - Prof. Pradeep Kumar
& Prof. Arun Kumar

... On Site Documentation

Sketches, photos, and written reflections were used by scholars to record their observations and experiences while on location. The significance of gathering real-time data and its function in design research and development were underlined by this exercise. Through the collaborative documentation process, scholars were able to gain a multicultural perspective on their surroundings, which enhanced their ability to observe and promoted mutual appreciation. By sharing documentation, the students were able to gain a more profound comprehension of various cultural contexts, which improved their capacity to produce designs that are appealing to people all over the world.

By - Prof. Shivaram Reddy,
Prof. Tejas Pawar &
Prof. Pradeep Menon



... Visual Storytelling

The art of visual storytelling was the main subject of this course, which taught scholars how to communicate stories using pictures and graphics. Composition, color theory, and narrative structure techniques were discussed along with tasks to help them practice. Scholars from Egypt and India developed striking visual tales that praised variety and connectivity by sharing stories from their respective civilizations. These group storytelling sessions fostered cultural understanding and empathy, two critical skills for designers in the global world.

By - Prof. Pradeep Kumar & Prof. Arun Kumar

... Designing with Clay

Participants explored the tactile properties of clay by modeling it with their hands. They produced original works that showcased their unique design aesthetics after learning about both conventional and modern clay design techniques. Scholars were able to share cultural motifs and techniques through this tactile experience, leading to collaborative pieces that combined Indian and Egyptian artistic traditions. This kind of practical cooperation encouraged a profound respect for one another's cultural heritage and handiwork.

By - Prof. Murali Kesaboina & clay master craftsperson





... Textile Printing & Manipulation

Various textile printing and manipulation techniques were presented in the seminar. Block printing, tie-dying, and other traditional Indian techniques were experimented with by academics who saw their cultural relevance and contemporary uses. The unique textile creations that resulted from the cross-cultural collaboration showcased the beauty of cultural convergence by fusing Egyptian and Indian aesthetics. Students were inspired to think creatively about how to include many cultural components into their design work by this exchange of textile traditions.

By - Prof. Sreeraghavi Mani & Swathi Chandradana

... Social Design in Fashion

The topic of this workshop was fashion's role in social change. Researchers looked at the ways that fashion design can empower communities, address social issues, and advance sustainability. They worked on initiatives that blended social impact and fashion. Through collaborative projects, academics were encouraged to make connections between the social issues in Egypt and India, resulting in fashion designs that spoke to the concerns of both cultures and promoted social change on a worldwide scale. These projects demonstrated how design can have a positive impact on society and gave the students a sense of responsibility to apply their skills for the benefit of society.

By - Prof. Sanjay Guria, Prof. Vishakha Rao & Swathi Chandradana





...Yoga & Recreational Practices

Daily yoga and leisure periods were incorporated into the program to counterbalance the intense design work. These methods promoted a comprehensive approach to design education by enhancing mental clarity, creativity, and physical well-being. Scholars from Egypt and India were able to establish personal connections through common recreational activities, which fostered friendship and understanding between the two cultures. This training element stressed the role that wellbeing has in encouraging innovation and teamwork.

By - Prof. Vishakha Rao



... the Background Players



Dr. Adity Saxena (PROJECT LEADER)

Dean of the School of Design, Woxsen University, India |
Elected Member of Board of Director of College Art Association,
USA | India Representative of Restorative Justice Education, USA



Prof. Sanjay Guria (PROJECT LEADER)

Associate Professor, Program Director,
Fashion Design, School of Arts & Design
Associate Dean for Academic Affairs



Prof. Vishakha Rao (PROJECT COORDINATOR)

Assistant Professor, School of Arts & Design
Co-Chairperson COE - Yogic Studies



Prof. Ashwini Kalyani (COMMUNICATIONS)

Assistant Professor, School of Arts & Design



... hear it From the Participants

The International Summer Programme at Woxsen University in India was an enriching experience that surpassed all our expectations. We felt truly welcomed by the outstanding hospitality extended by the entire university community. From the moment we arrived, the warmth and care we received made us feel at home, reflecting the incredible effort Woxsen University puts into making every participant feel valued.

The intricacy of the programs was something we deeply appreciated. Each session was thoughtfully designed, offering us not just a taste but a deep dive into various subjects. The diversity and inclusivity of the sessions were remarkable, allowing each of us to explore areas that were new and challenging, yet immensely rewarding. The program catered to a wide range of interests and skill levels, making it a perfect fit for everyone, regardless of their background.

The buddy support system was another highlight. Our buddies were more than just guides; they were friends who made sure we were comfortable, helping us navigate the campus, understand the cultural nuances, and fully immerse ourselves in the experience. Their presence added a personal touch that made our time at Woxsen even more enjoyable.

We would like to extend our heartfelt thanks to the mentors who played a crucial role in our learning journey. Professor Sanjay Guriya, Professor Vishakha, and Professor Shivram, your unwavering support and hospitality made a significant impact on our experience. The workshops were particularly memorable—Professor Shivram and Professor Tejas' sessions on Photogrammetry and Architectural Photography opened our eyes to new perspectives in capturing the world around us. The Art of Storytelling workshops with Professor Pradeep and Professor Arun ignited our creativity, encouraging us to express ourselves in unique and powerful ways. Professor Vishakha's Health & Yoga sessions were a perfect balance to the intensive academic schedule, promoting mindfulness and well-being, which we found invaluable.

Overall, Woxsen University provided not just an educational experience but a holistic journey that was both enriching and transformative. The good taste and attention to detail in every aspect of the program, combined with the overall support from the mentors and staff, made this an unforgettable experience. We return to Egypt not just with new knowledge and skills but with a deep appreciation for the culture and the people of India. We are grateful for this opportunity and look forward to applying what we've learned in our future endeavors.

Thank you, Woxsen University, for this incredible experience.







FASHION DESIGN | SCHOOL OF ARTS & DESIGN | REPORT | INTERNATIONAL SUMMER PROGRAM

1st July - 12th July

