

DECEMBER 2025

Monthly Newsletter



**SO
AD**

**Design
In Dialogue**

DEAN'S MESSAGE



Design education today stands at a pivotal moment. Across the world, the role of design is expanding beyond aesthetics and product development to address complex challenges such as sustainability, technological disruption, cultural preservation, and social equity. Designers today are expected not only to create but also to think systemically, understand human behaviour, and contribute to meaningful societal transformation. At the School of Arts & Design, Woxsen University, we see this moment as an opportunity to reimagine the purpose of design education. Our academic ecosystem is intentionally designed to bridge creativity with responsibility, encouraging students to engage with real-world contexts, industry realities, and cultural narratives while developing the confidence to imagine alternative futures.

India's design landscape is evolving rapidly. As the country positions itself as a global innovation hub, the demand for designers who can integrate technology, entrepreneurship, and ethical thinking has never been greater. Design today influences everything, from digital platforms and immersive media to sustainable fashion, storytelling, and human-centred systems. Institutions that educate designers therefore carry a significant responsibility: not only to nurture creative talent but also to cultivate reflective thinkers and responsible leaders. The work reflected in this edition of the newsletter represents our ongoing effort to build such an ecosystem, one that values interdisciplinary collaboration, global engagement, research-led inquiry, and meaningful connections with industry and society. While our perspective is global, our learning remains deeply rooted in local contexts, cultural knowledge, and community engagement. As articulated in our Vision 2030:

“Our Vision 2030 recognises that the next chapter of design leadership will emerge from the Global South - where creativity, cultural wisdom, and technological innovation converge to design solutions for the world’s most pressing challenges.”

This vision guides our journey forward. Our aspiration is not simply to educate designers who respond to change, but to nurture individuals who can question assumptions, challenge conventions, and design more inclusive and sustainable futures. Because ultimately, design does not merely reflect society, it has the power to reshape it.

- Dr. Adity Saxena



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Understanding Life Before Designing For It

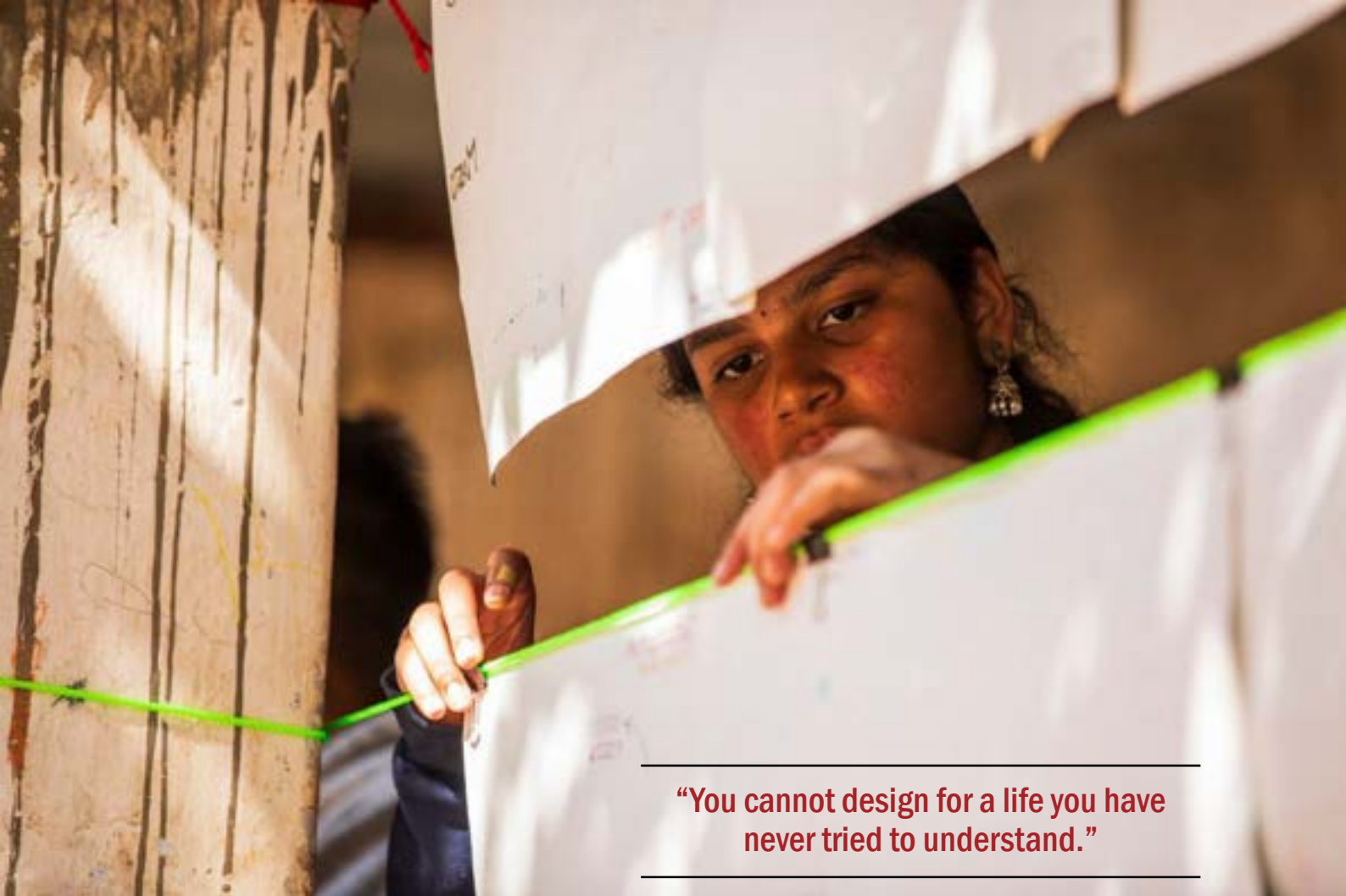
Through direct engagement at Zilla Parishad High School in Kamkole, students explored how everyday social systems and relationships shape lived realities beyond the classroom.

The Social Immersion module provided Foundation students with an opportunity to step into real-world social contexts and observe life beyond the studio environment. Through on-ground interaction at Zilla Parishad High School in Kamkole, students examined everyday systems, community relationships, and the lived experiences that shape local environments. Rather than approaching the visit as a documentation exercise, students were encouraged to listen, observe, and reflect developing sensitivity toward social structures, cultural nuances, and human interactions.

Date: 19 December 2025
Venue: Zilla Parishad High School, Kamkole
Batch: B.Des 2025–2029
Student Strength: 165
Faculty Mentors: Prof. Pradeep K., Dr. Murali K., Prof. Suman G., Prof. Manoj B., Prof. Shiva R., Prof. Ashwin Kumar

Empathy is the foundation of meaningful design



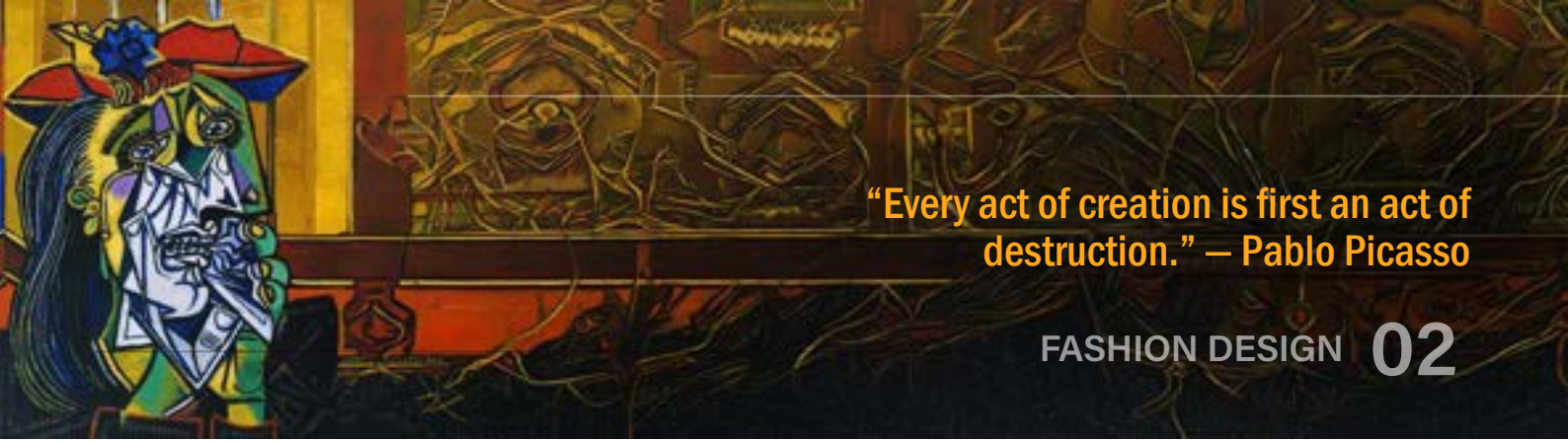


“You cannot design for a life you have never tried to understand.”









“Every act of creation is first an act of destruction.” – Pablo Picasso

FASHION DESIGN 02

From Canvas to Catwalk

Drawing inspiration from Pablo Picasso’s *The Weeping Woman*, students translated emotional intensity into a seven-garment runway collection that explored sorrow, strength, and fragmented expression.

Fashion Design students represented the Fashion Club at Mood Indigo 2025, IIT Bombay’s prestigious inter-college festival, by participating in the Vogue competition with a concept-driven runway collection inspired by Pablo Picasso’s *The Weeping Woman*. The team presented a seven-garment collection that reinterpreted the artwork’s emotional depth through various layered silhouettes, contrasting forms, bold colour blocking, and the expressive detailing. Translating the painting’s fragmented visual language into wearable structures, the collection explored themes of sorrow, resilience, and emotional intensity within

the contemporary fashion framework. The competitive platform demanded not only artistic interpretation but also collaboration, garment planning, and cohesive runway presentation. Through this experience, students refined their ability to transform conceptual art into structured fashion narratives, strengthening both creative execution and performance under professional and competitive conditions within a contemporary fashion framework.



Date: 15–17 December 2025
Venue: IIT Bombay
Event: Mood Indigo
2025 Vogue Competition
Participants: Semester VI,
Fashion Design
Organizer: IIT Bombay
Faculty Association: Fashion
Club, SOAD







Biomimicry and the Intelligence of Nature

Through the study of natural systems and biological strategies, students explore how biomimicry can inform sustainable product and systems design.

The Biomimicry course for sixth-semester Industrial Design students focused on exploring nature-inspired approaches to innovation and sustainability. Students examined how biological systems adapt, evolve, and optimize, translating these principles into design strategies for contemporary human challenges. Rather than replicating natural forms superficially, students investigated deeper functional principles that govern natural processes. Through collaborative exploration, they conceptualized sustainable products and systems informed by environmental intelligence. The learning outcomes emphasized analytical thinking, sustainable strategy development, and the ability to draw meaningful inspiration from nature's time-tested solutions.



In 1941, Swiss engineer George de Mestral noticed that burr seeds kept sticking to his clothes and his dog's fur after a walk. Curious, he examined them under a microscope and discovered tiny hook-like structures that latch onto loops in fabric. This observation led to the invention of Velcro, one of the most famous examples of biomimicry - where a simple plant mechanism inspired a global fastening technology used in clothing, aerospace, and medical devices. Students explored similar principles in this course by observing how natural systems solve functional problems and translating those strategies into design ideas. By studying nature's mechanisms, like the burr that inspired Velcro, they learned how biological intelligence can guide sustainable product and systems

Course: Biomimicry

Faculty Leads: Prof. Harsha Sagar & Prof. Yukta Kanere

Batch: 2023-27

Duration: 08 December 2025 – 19 December 2025

Semester: VI

Nature has already solved the problems we are trying to solve



Chief Minister Revanth Reddy Reviews Student Innovation at Woxsen

Students present automotive and premium lifestyle concepts during the visit of the Hon'ble Chief Minister of Telangana, engaging in dialogue at a state leadership level.

During the visit of the Hon'ble Chief Minister of Telangana, Mr. Revanth Reddy, Industrial Design students had the opportunity to represent the department and showcase selected senior projects at Woxsen University. The presentations featured concept-driven work in automotive design and premium lifestyle branding, reflecting both technical proficiency and strategic thinking. Students articulated their design processes, material decisions, and innovation frameworks before a distinguished public leadership audience. The interaction extended beyond formal presentation, as the Chief Minister offered constructive feedback and engaged in discussion with the students. The exchange provided valuable perspective, encouraging them to consider how design operates not only within studio environments but also within broader social and economic contexts. The

experience reinforced the department's emphasis on real-world relevance and public engagement, demonstrating how student innovation can contribute meaningfully to conversations at the highest levels of leadership.

Date: 11 December 2025

Venue: Woxsen University

Occasion: Visit of Hon'ble Chief Minister of Telangana, Mr. Revanth Reddy

Batches: Industrial Design 2023–27 & 2024–28

“Leadership and learning are indispensable to each other.”





Rethinking Interiors Through Climate Responsiveness

Through the Climatology and Sustainable Design module, students examine how environmental conditions & climate systems will inform responsible interior design strategies.

Introducing students to the environmental principles shaping climate-responsive interior practice. Through focused sessions and discussions led by visiting faculty Ar. Avantika, the course emphasized the role of climate as a fundamental design parameter. Students explore how temperature, ventilation, solar orientation, material performance, and environmental systems influence the spatial planning and sustainability outcomes. The discussions extended beyond theoretical frameworks to examining practical strategies for reducing environmental impact.

Course: Climatology and Sustainable Design
Dates: 1–8 December 2025
Duration: Full Day Sessions
Guest Faculty: Ar. Avantika



Understanding Costume as a Professional Practice

Through industry insights and project case studies, students examined how costume design shapes narrative, Visual identity and performance.

As part of the Film and Costume module, students participated in an online guest lecture by costume designer Mr. Priyadarshini, who shared insights from his professional journey across live concerts and music video productions.

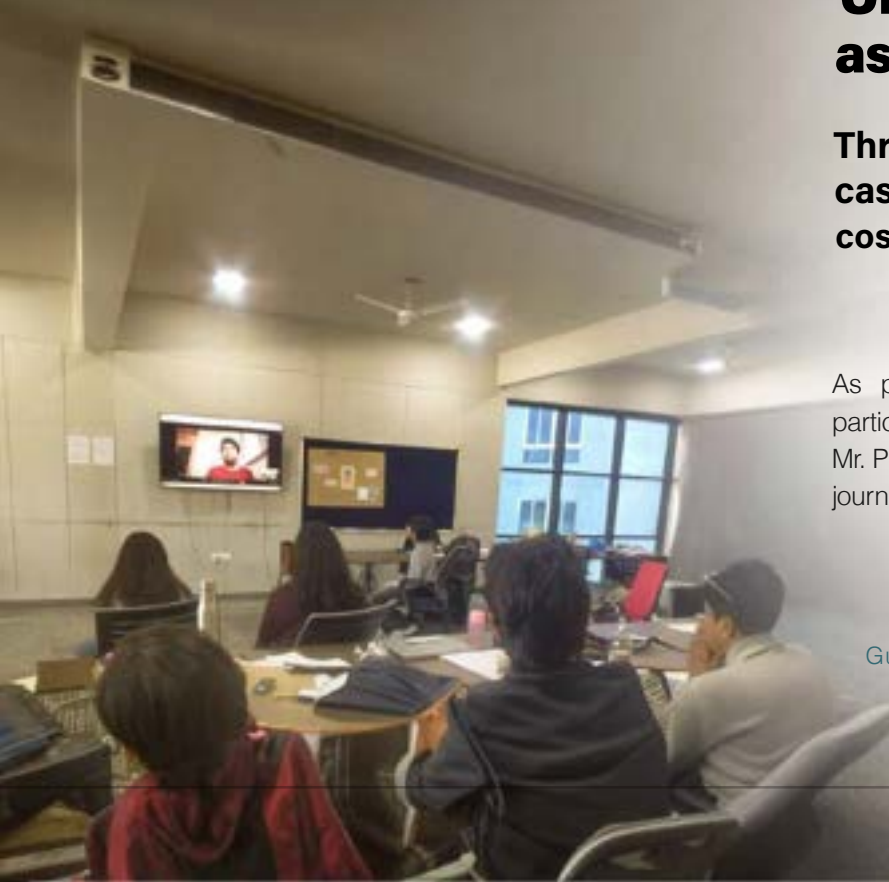
Date: 24 December 2025 | 10:30 AM
Mode: Online

Course: Film and Costume

Guest Speaker: Mr. Priyadarshini (Costume Designer)

Faculty Lead: Ms. Srijana Baruah

Batch: Semester VI, Fashion Design



From Royal Garments to Modern Retail Displays

By examining royal garments and modern retail displays, students traced how cultural history continues to inform contemporary fashion language.

As part of the Print Design module, students embarked on a layered field immersion that bridged heritage study and contemporary retail analysis. The visit began at the Weaver's Service Center, offering insight into craft processes and textile traditions, before moving to Chowmahalla Palace, where preserved royal garments, jewellery, and ornamentation revealed the aesthetic codes of the Nizams of Hyderabad. At the palace, students examined how hierarchy, power, and cultural identity were expressed through silhouette, embellishment, and material richness. The experience deepened their understanding of how historical context shapes costume language and informs heritage-based design approaches. The immersion concluded at Sarath City Mall, where students shifted focus to contemporary retail brands. Through observation of motifs, print applications, brand language, and visual merchandising strategies, they studied how tradition transforms within modern

consumer environments. By situating heritage study alongside retail analysis, the visit reinforced a key design insight: fashion is not created in isolation — it evolves through dialogue between history, culture, and commerce.

Date: 1 December 2025

Venue: Weaver's Service Center, Chowmahalla Palace, Sarath City Mall

Batch: Semester IV, B.Des Fashion Design (2024–28)

Course: Print Design Module

Faculty Mentor: Prof. Rajesh Kumar

**“Clothes are never a frivolous thing.
They are a political instrument”**



Contemporary Design Practice At the AD Design Show

Students from the 2022–26 batch attended the AD Design Show, engaging with artists and designers to understand contemporary design philosophies and product innovation.

Students from the 2022–26 batch attended the AD Design Show as part of an industry exposure initiative focused on contemporary design practice. The visit provided an opportunity to observe emerging design trends, product showcases, and spatial presentations across disciplines. Through direct interaction with exhibiting artists and designers, students explored the underlying philosophies, processes, and conceptual frameworks informing the showcased work. The engagement extended beyond passive viewing, encouraging inquiry into material choices, design intent, and functional innovation. The visit also involved multimedia documentation, allowing students to critically observe and record design strategies within a professional exhibition context. The experience strengthened their understanding of how design is presented, communicated, and positioned within

industry platforms. By engaging with practitioners in a live exhibition setting, students gained insight into the professional ecosystem of design — bridging classroom learning with real-world creative practice.

Date: 5 December 2025

Duration: Full Day

Batch: 2022–26

Faculty In Charge:

Assoc. Prof. P. Aditya

Sr. Asst. Prof. Dr. Haleh Boostani

Asst. Prof. Eesha Sharma
Organizing Department: Fashion Design, SOAD

“Design is a response to social change.”



Turning materials to meaningful Designs

Through hands-on experimentation with diverse materials, students explore texture, structure & form as fundamental elements of design thinking.

The Material Exploration display showcased the Foundation students' hands-on engagement with diverse materials and construction techniques. Through structured experimentation, students worked with both conventional and unconventional materials, examining how texture, flexibility, strength, and surface quality influence form and structure. Rather than approaching materials as passive resources, the exercise encouraged active investigation, bending, layering, assembling, and testing to understand how physical properties shape design outcomes. The display reflected an early yet essential stage of design education, where curiosity drives inquiry and making becomes a method of thinking.

The works demonstrated not only technical exploration but also creative risk-taking, reinforcing the importance of experimentation in developing foundational design sensibilities. By learning through material interaction, students began to build an intuitive understanding of how ideas emerge from process and engagement.

Date: 2 December 2025

Venue: Admin Area, Woxsen University

Batch: B.Des 2025–2029

Student Strength: 165

Faculty Mentors: Dr. Murali K., Prof. Suman G.,

Prof. Manoj B., Prof. Shiva R., Prof. Ashwin Kumar

“The best way to understand a material is to work with it”





Clay is one of the earliest materials humans shaped into objects of meaning, with hand made figurines dating back more than 20,000 years.









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Prof. Arun Gupta
Vice Dean



Prof. Rajesh Kumar
Assistant Dean



Dr. Murali Kesaboina
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Prof. Adithya Pasumarthi
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Dr. Gajanan Pratab
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Prof. Christian Fredrik
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Assistant Professor



Prof. Neethu Parvathy
Assistant Professor



Prof. Puneeth K
Assistant Professor



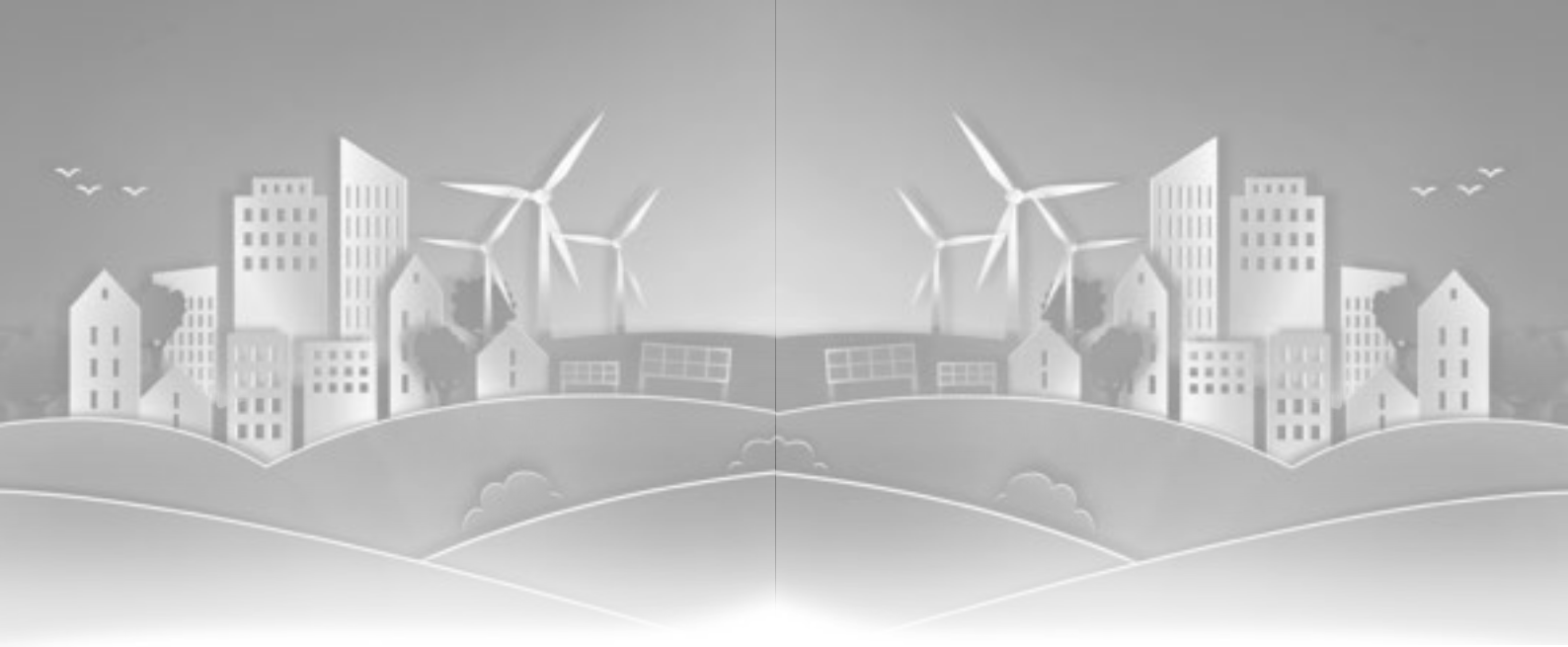
ACKNOWLEDGEMENT

The School of Arts & Design Newsletter reflects the collective spirit of learning, creativity, and collaboration that defines our academic community. Each edition brings together the efforts of many individuals who contribute to shaping an environment where ideas are explored, knowledge is shared, and design education continues to evolve.

We extend our sincere gratitude to:

- **The Vice President of Woxsen University** for his continued guidance and support in strengthening the vision and growth of the School of Arts & Design.
- **Vice Dean, Assistant Deans and Program Leaders** for their academic leadership and commitment to advancing innovative and interdisciplinary learning experiences.
- **Faculty Members** for their dedication to teaching, mentorship, and research that enrich the educational journey of our students.
- **Students** whose creativity, curiosity, and hard work bring life to the projects and explorations featured in this newsletter.
- **Parents and Families** for their trust and encouragement that support students in pursuing their creative aspirations.
- **Industry Partners, Alumni, and Collaborators** for their valuable engagement in bridging academic learning with professional practice.

Together, these contributions continue to nurture a vibrant design community committed to learning, innovation, and meaningful impact.



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