DID

DESIGN
IDENTITY
DIRECTION

ARCH · JAIPUR · INDIA
14-19 Oct 2024

ARCH College of Design & Business, Jaipur

Designing for greater good

Designing for effective messaging

SOCIAL DESIGN

COMMUNICATION DESIGN

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SUSTAINABLE DESIGN

PRODUCT DESIGN

Designing for better future

Designing for user needs
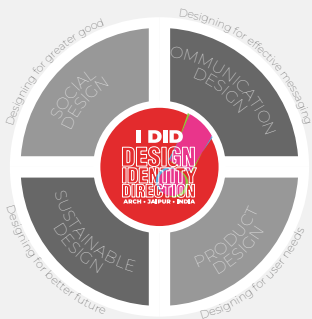
In the vibrant landscape of design education and practice, the International **Design Identity Direction (DID) Camp** organised & conceived by the **ARCH College of Design & Business** aims to create a dynamic platform that transcends borders, bringing together students, academicians, and practitioners from around the world. Hosted in the culturally rich and diverse setting of Jaipur, India, this camp is epitome of creativity, innovation, and collaborative learning.

Focus areas based on Sustainable Development Goals

The Camp intends the initiation of opportunities to explore aspects of Creativity, Society, Harmonious Livability and Design Leadership to gain awareness and insights into collaborative design intercession and engagement. Additionally, the Camp will enable participants to gain valuable understanding and skills that should aid them in the empathetic discovery of direction and the acknowledgment of identities , one's own and that of others. This experience should prove useful in other geographical and cultural contexts too.

Participants will also have the exclusive opportunity to attend the renowned Jaipur Literature Festival (JLF), often called & the greatest literary show on Earth.& JLF brings together leading voices from literature, culture, design, and global issues, offering a stimulating interdisciplinary experience. ARCH College is proud to partner with JLF to host design-related events, allowing participants to engage with some of the world's leading voices in literature and design.

Cumulus Association | Student Talent Camp

ARCH COLLEGE
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06 Days
07 Countries
30 Participants

30 Oct. - 04 Nov

WE DID
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CUMULUS STUDENT TALENT
CAMP · JAIPUR · INDIA

SAPIENZA
UNIVERSITÀ DI ROMA

ARCH
COLLEGE
DESIGN · BUSINESS · RESEARCH

EKA

Sheffield
Hallam
University

Universiteit
Antwerpen

the design village

Jaipur is the capital city of Rajasthan, the largest state in the country popularly known as 'Pink City'. It is **UNESCO World Heritage Site & World Craft City.** Other than being an architectural marvel and a home to royalty, the city nurtures strong cultural and indigenous practices contributing immensely to the global creative industry in sectors like fashion & textiles, gems & jewellery, and handicrafts. With numerous GI (Geographical Indication) registrations from the region it is also a technology hub boasting of unicorns and a booming start up entrepreneurial ecosystem.

ARCH College, Jaipur was established in the year 2000 with a vision to engage the natural potential of individuals through Design education, empower them to evolve, through the spirit of holistic co-creation, enabled by positive thought and action.

ARCH is a higher education institution offering Under graduate, Post graduate & Certificate courses in Design, Business & Entrepreneurishp.

Schedule: February 2025

Participants will engage with designers & artisans from varied design companies and craft clusters. Engage in community experiences, attend master sessions, workshops, industry interactions, ideation, prototyping, peer learning, and documenting & sharing. Jaipur Rugs, Jaipur Watch Company, Neerja Blue Pottery, Nila House , Kaazgi are a few sites to visits.

The duration of the talent camp is five days. A sixth day will be available for exploration tours to interesting sites in Jaipur. This will be specially arranged for participants who book this at the time of Registration.

"I learnt once again the superpower of co-creation".

Marta Põldma
Research Faculty - Estonian
Academy of Arts, Estonia

"I learnt traditional techniques of Indian crafts & how they sustain"

Iona Daisy Stirling Peat
Student, BA (Hons) - Fashion Design
Sheffield Hallam University, England

WHO ?
CAN ATTEND

Eligibility

· Undergraduate & Postgraduate students in Design, Art, Architecture, Media studies and Research. Design Practitioners/ Professionals/ Design Educator

• Group applications are invited from universities colleges towards gaining international industry exposure.

HOW ?
TO APPLY

Call for Participation

Upcoming Camp: 3rd to 9th February 2025

• Interested participants are required to submit an Expression of Interest before **15th November 2024**

• Batch intake- **30 participants**

• Fee for students: 395 Euro (per participant) Jaipur Tour 45 Euro (Last Day)

•Fee for Teachers / Professionals: 495 Euro (per participant) Jaipur Tour 45 Euro (Last Day)

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Come & Meet Us

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