



**G D GOENKA  
UNIVERSITY**  
FROM FOUNDATION TO FLIGHT

*in academic collaboration with*



**POLITECNICO  
MILANO 1863**



# SCHOOL OF FASHION & DESIGN

**W**elcome to  
G D  
Goenka

University's School of  
Fashion & Design  
where we nurture  
design and research  
minded globally  
competent students to  
be creative, versatile,  
responsible and  
compassionate citizens.

RESIDENTIAL / DAY BOARDING  
FULLY AIR-CONDITIONED  
Gurugram Sohna Road





*“It has been very interesting for a rug company like Artorient and for me as a designer to share with your students our experience, to explain how a designer goes through a creative process from the very beginning to the final stage of the production in India. And the final result is amazing! Actually the carpets are beautiful!”*

**Raffaella (Designer) and Enrico Arazi (Director, Artorient)**



## VISION

To be recognized internationally as a leading school of design. Acknowledged for its excellence in curricula, pedagogy, infrastructure, research and contribution to the design profession and society at large through its extension and outreach

## MISSION

- Impart professional design education by stimulating analytical and independent creative thinking.
- Collaborate with leading design institutions globally recognised for imparting design education.
- To promote research in design resulting in socially responsible and ethical professional practitioners.
- Plan and execute outreach activities beneficial to the immediate community and society at large.
- Maximize the creative and technical potential in each student by fostering a creative & supportive learning community within our campus.
- Enrich student knowledge of global trends, influences and technologies in the field of art and design and expand student awareness of professional opportunities.
- Facilitate interaction with nationally and internationally renowned role models in the field of design.
- Provide opportunities to intern with leading design firms, fashion houses, buying agencies, design studios, leading brands, NGO's and eminent design professionals.

## PROGRAMMES OFFERED

### **B.Des.** - 4 Years (Bachelor of Design)

- Communication Design
- Fashion Design
- Interior Design
- Product Design
- Gemology Design
- Jewelry Design

### **B.Sc.** - 3 Years (Bachelor of Science)

- Communication Design
- Fashion Design
- Interior Design
- Product Design
- Gemology Design
- Jewelry Design

### **B.Sc. + M.Sc.** Design Dual Degree- 5 Years (Bachelor of Science + Master of Science)

- Communication Design
- Fashion Design
- Interior Design
- Product Design

### **BFA** - 4 Years (Bachelor of Fine Arts)

### **M.Sc.** - 2 Years (Master of Science)

- Fashion Design
- Interior Design
- Product Design

### **Ph.D** (All disciplines of Design)

# INDUSTRIAL EXPOSURE, GUEST LECTURES, AND FIELD VISITS

- Graduating batch Fashion collection displayed at Delhi Times Fashion Week 2018
- Students developed designs for Italian carpet manufacturer Artorient under the guidance of Politecnico Faculty and Artorient Designers which were finally prototyped and sold in the Italian Market
- Classroom project brief provided by Havells India Ltd. for Product Design students
- Student team backstage support training at Delhi Times India Fashion Week 2018
- Lecture by Mr. Narayan Peesapaty, inventor of world famous Bakey's edible cutlery, as part of CODE 2018
- Lecture by various Indian designers like Mr. Amit Gulati (Incubis), Mr. Sonam Dabal (Sanskar), Ms. Sandhya Raman (Desmania), Mr. Sumit Singh (Havells) etc.
- Guest Lecture on metrological and reverse engineering methods for Product Design students by G-STEAM India
- Interior Design students visit to residential construction site to understand real-life projects
- Visit to National Museum by students of BFA
- Participation of students in fashion show and other events at University level fest 'Acceleron'

...and many others



# SEMINARS, CONFERENCES & WORKSHOPS

- 3rd edition of CODE- International Design Conference organised with the theme: Waste As Resource, By Design
- SoFD Participation in India Design ID Fair 2018
- Design workshop at Politecnico Di Milano, at their Bovisa (Milan) campus for visiting SoFD students
- 2 week workshop by Prof. Arturo Dell' Acqua Bellavitis (Politecnico faculty) on 'Empathy by Design' for Product Design students
- 2 week workshop on Sustainable living and Waste Management by Prof. Marco Ferreri (Politecnico faculty) and Prof. Raffaella Mangiarotti (Politecnico faculty)
- 2 week workshop on Design of Retail spaces by Prof. Lorenzo Morganti (Politecnico faculty) for Interior Design students
- 2 week workshop by Prof. Barbara Pino (Politecnico faculty) for Fashion Design students
- 2 week workshop by Prof. Francesco Galli (Politecnico faculty) for Communication Design students

... and many more

# INTERNSHIP & PLACEMENT



# UNIQUE ADVANTAGES OF SOFD

## Collaborations:

Active Academic collaboration between GD Goenka School of Fashion & Design (SoFD) and Politecnico di Milano brings numerous international opportunities for students at SoFD. This also enables students for one semester to one-year student exchange program. True Italian design imparted by Italian professors every semester.

GD Goenka School of Fashion & Design has collaborated with Delhi Times Fashion Week for showcasing the graduating batch collection. Famous designers and choreographers will mentor the students.

## Infrastructure:

GD Goenka School of Fashion & Design is equipped with the state-of-the-art infrastructure with most modern equipment and machinery for 3D Prototyping, Laser cutting & Engraving, Juki sewing machines, traditional handlooms for weaving. Ultra modern computer labs with latest Mac hardware and software to train students through industry standard workflows. The material labs are well equipped to handle all materials on the likes of paper, fabric, wood, metal, etc. Not only its labs and studios are world-class but also the campus is best in the country for an outstanding student experience. The other facilities include half Olympic size swimming pool, horse riding, tennis courts and all outdoor and indoor sports facilities and landscaped gardens.

## Industry Connection:

Proximity to Industrial hub - Gurugram with more than 80% fortune 500 companies with their corporate offices just in the vicinity. Students get immense exposure in terms of field visits, summer internships, industrial training and final placements. International connect allows students to go for international internships and final placements.

## Relevance in Education:

Working on both sides of the design spectrum, GD Goenka School of Fashion & Design has joined hands with corporates like Havells Ltd. for realtime product design projects and also with NGOs like Navjyoti India Foundation as a step towards socially responsible design. SoFD is working towards both "Skill India" and "Make in India". While industry projects help bring real challenges to the classroom, social design projects such as with Navjyoti helps empower women through knowledge transfer and skill upgradation leading to social and financial benefits.



*".....the commitment , the passion and the knowledge of art practices was noticeable and has been crucial in completion of the mural at the Govindpuri metro station and other assigned tasks at the WIP exhibition."*

*Giulia Ambrogi (curator, WIP St+Art)*



# ABOUT THE UNIVERSITY

The GD Goenka Education City is set on 60 acres with the ancient and picturesque Aravali hills as a backdrop. The high-tech Millennium City, Gurgaon and the National Capital Region are just a stone's throw away. GD Goenka University is guided by the philosophy that new thinking in the areas of teaching, learning, research and training are pivotal to making students of tomorrow's leaders and giving them a world view. The knowledge and proficiency of the students make them assets to any domain in today's world. Over the years GD Goenka University has established itself as one of the centres of academic excellence in the field of education.

# ABOUT SCHOOL OF FASHION & DESIGN

The School of Fashion & Design (SoFD), established in collaboration with Politecnico Di Milano, Scuola del Design (Italy), brings together the legendary Italian design sensibility, and the pragmatic Indian design approach for a unique creative educational experience. SoFD is equipped with world-class infrastructure to support a cutting edge design education, which is delivered by its exceptionally qualified and experienced faculty. The school envisions creating a new generation of design leaders and creative professionals, who would be the flag bearers of positive transformation in their respective industry segments, the society, and the world.

# INTERNATIONAL COLLABORATIONS



POLITECNICO  
MILANO 1863

Seneca

UC RIVERSIDE  
UNIVERSITY OF CALIFORNIA



**Academic** - The active collaboration between GD Goenka School of Fashion & Design (SoFD) and Politecnico Di Milano brings numerous international opportunities and true Italian sense of design to Indian students.

This enables UG and PG students an opportunity to study in Milan.

PG - one semester | UG - two semesters

**International Study Trip and Workshop** - Every spring and autumn SoFD organizes a study tour to Politecnico Di Milano. The highlight of the spring trip, is the visit to Salone Internazionale del Mobile di Milano, the Milan Furniture Week. The autumn trip focuses majorly on an industrial internship/workshop with an Italian company in collaboration with Politecnico faculty.

**Visits** - Weekend trips are organized to the inspirational cities of Venice, Florence, Como & Turin etc. where besides marveling at the architecture & scenic beauty the students have an occasion to study the best examples of Visual Merchandizing. They visit the showrooms of Louis Vuitton, Cartier, Prada, Gucci, Dolce & Gabbana, Ermenegildo Zegna, Versace, Miu-Miu, Breshka, Dior etc. In Florence they can visit the leather district and in Venice, the factory of Murano for the European techniques of Glass making.





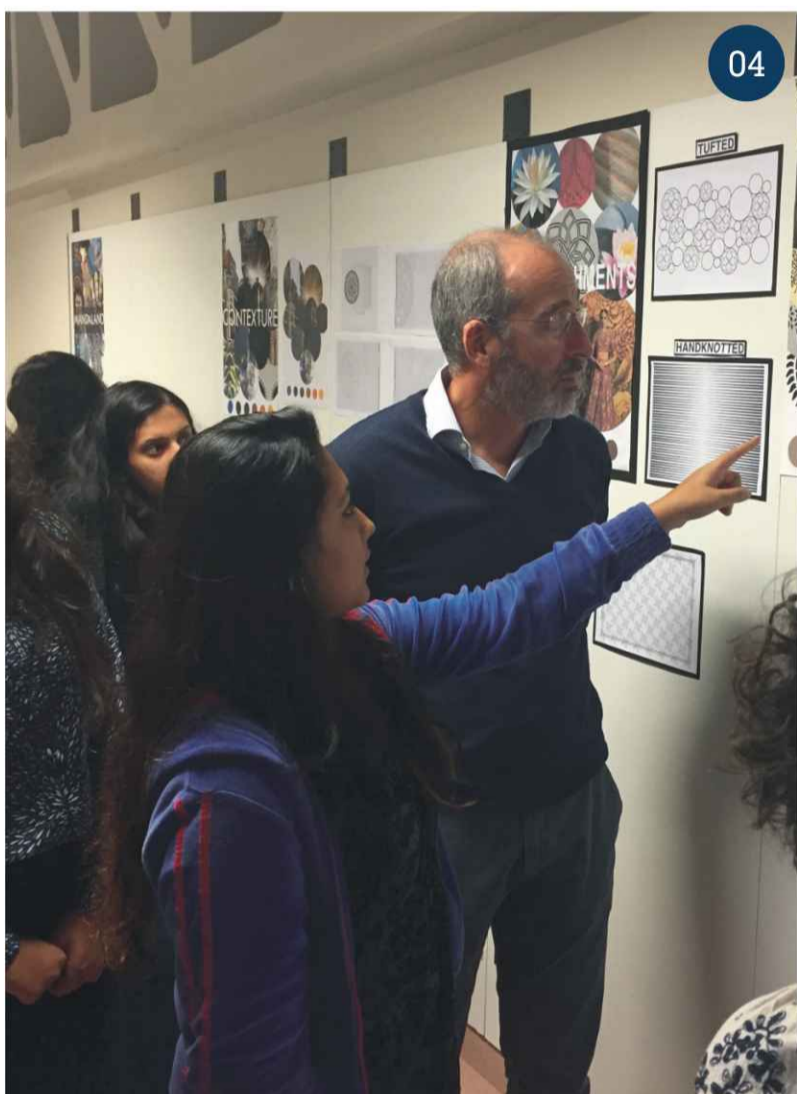
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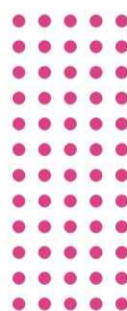


03



04

01. Models walk the ramp wearing student collections at Delhi Times Fashion Week 2018
02. Mr. Narayana Peesapaty of Bakey's edible cutlery addressing the CODE 2018 conference
03. Guest speakers, dignitaries, and faculty in front of an installation at CODE 2018
04. Presentation of carpet concepts for the Italian market by SoFD students to Enrico Arazi, Director of ArtOrient



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