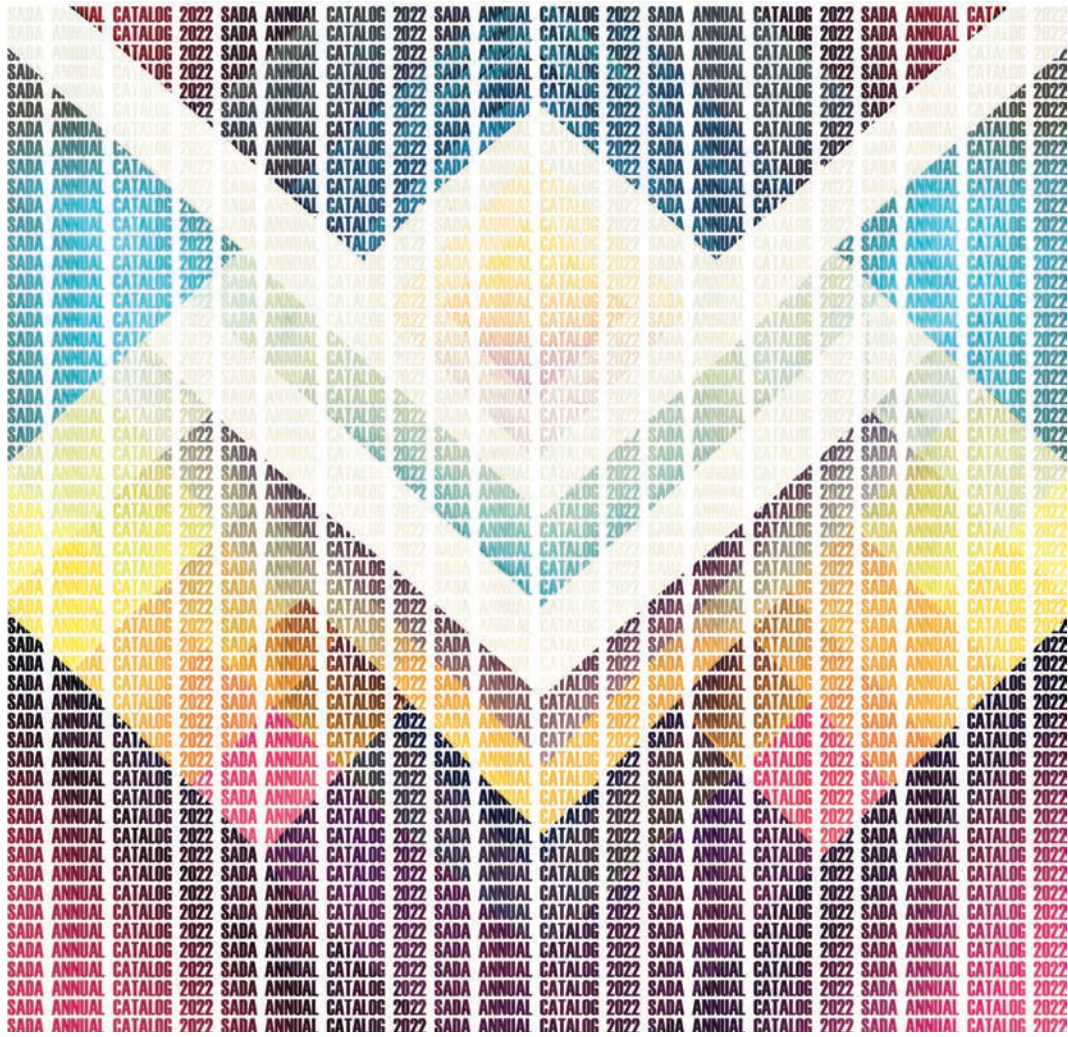


SCHOOL OF ART, DESIGN & ARCHITECTURE



Bachelors of Architecture | Bachelors of Industrial Design

# ARCHITECTURE & INDUSTRIAL DESIGN CATALOG 2022



## SCHOOL OF ART, DESIGN & ARCHITECTURE

During its twelve-year history, the School of Art, Design & Architecture has realized to fruition the initial vision of the school in the fields of art, design, and architecture. At SADA, we employ a holistic research approach which engages the students in order to prepare them for higher education and the industry. Total credit hours for the undergraduate program in Architecture is 182 which are 10 more than the minimum requirement by the accrediting body. SADA is distinct and different in its approach from other schools as these additional hours are utilized for the courses which are software and technology based. The students get additional training for the latest tools which are a need of the hour and industry. Supporting facilities available at SADA in the form of the wood workshop, laser cutting, 3D printing facilities, and computer labs not only allow the student to experiment his ideas, but these also provide him with the confidence to think beyond bounds. The ideas conceived in the studios are shared on different forums through exhibitions, competitions, open house events and publications.

The school is focused on working towards the Sustainable Development Goals (SDGs) as defined by the United Nations and always weaves the Research Priority Areas (RPAs) of the Higher Education Commission (HEC) and Planning Commission Pakistan with global research initiatives. SADA faculty has diverse research interests which are applied, empirical and exploratory in nature. SADA is also involved in development projects of multiple scales. The Department of Architecture is participating in flood relief activities at a national level by proposing design solutions and policies to the National Flood Response Coordination Centre (NFRCC).

The school also encourages students to be part of co-curricular activities and in this regard is patron to the NUST Fine Arts Club. Also, to have a practice-oriented approach, NUST-SADA aims at producing graduates sensitive towards demands of context, client and industry who perceive and realize their individual identities in the work they produce.



**Sunaila Haider**

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## **Multidisciplinary Professionals' Hub**

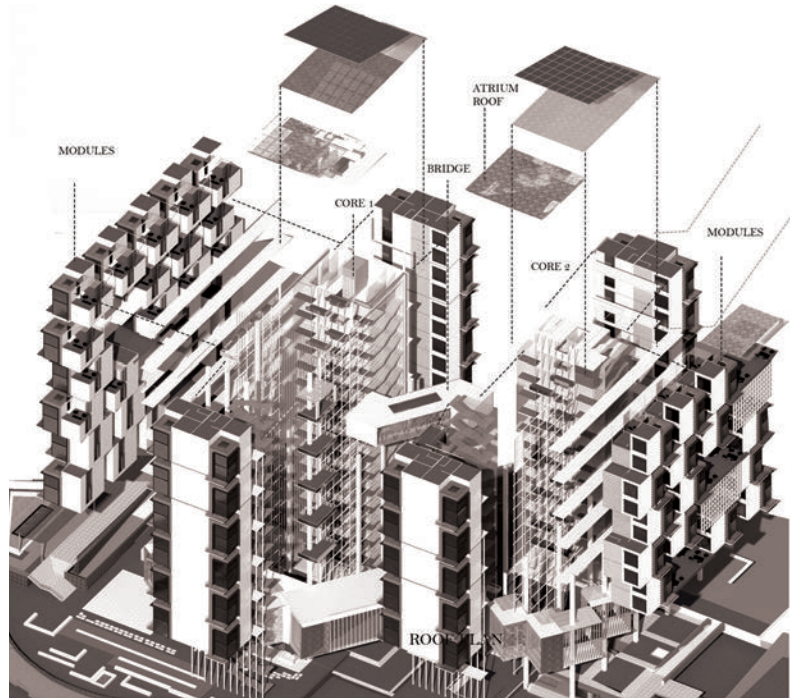
Placemaking in Architecture

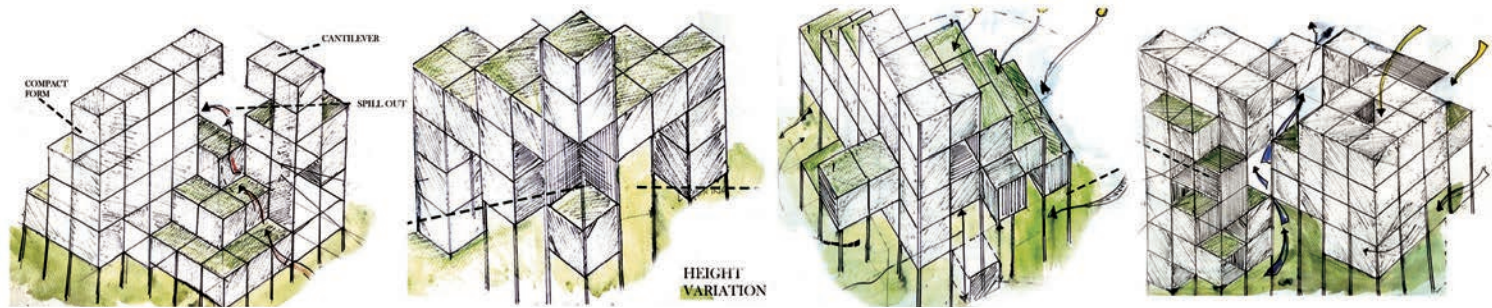
*Islamabad, Pakistan*

Advised by Ar./Plnr. Sikander Ajam Khan

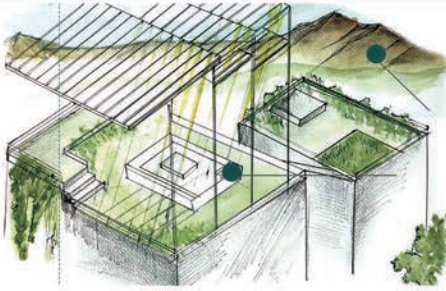
Architecture inevitably becomes the physical manifestation of the intangibles and tangibles it is designed to cater to regarding human perception. These occasional clinical structures, aesthetic as they may be, often lose the essence of human scale and well-being. This thesis responds to the dire need for hybridized and modular buildings as opposed to detrimental design practices, in the contemporary world. Generating a holistic, time and energy efficiency system to benefit the stakeholders and users alike. Reducing the carbon footprint in the process and execution itself.

This design utilizes the techniques of modularity, through a lens of selective placemaking, to create a holistic high-rise design, that serves as a solution and precedent for projects of similar typologies yet to come. Accentuating the relevance of the human scale, on a micro level and using passive design strategies as a tool, on the macro scale, to produce an architectural model, that resonates with the people it is meant to serve and is in harmony with the natural environment it inevitably becomes a part of.



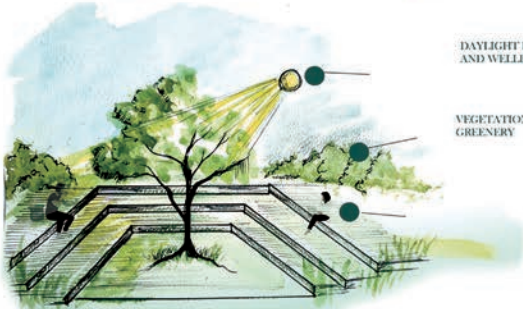


“The necessity to design with the dimension of placemaking, not only to enhance experiential quality and well-being of all users, but with the aim of celebrating human dimension through architecture and design, providing socio-economic opportunity and implementing defined parameters of passive design in coherence with, evolving live-work-recreation environments to promote ease of day-to-day lives.”



INTANGIBLE  
VIEWS OF MARGALLA  
HILLS

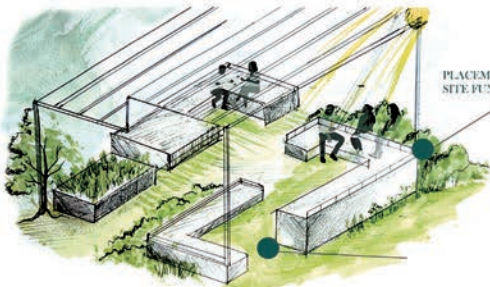
ROOF GARDENS



DAYLIGHT EXPOSURE  
AND WELLBEING

VEGETATION AND  
GREENERY

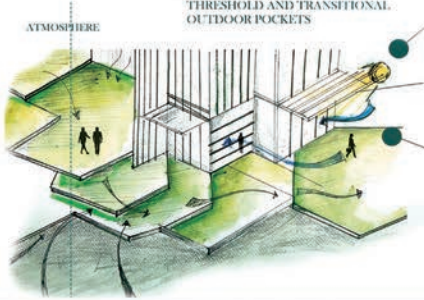
SHADED / UNSHADED SITTING SPACES



PLACEMAKING:  
SITE FURNITURE

ACTIVATION OF  
THRESHOLD AND TRANSITIONAL  
OUTDOOR POCKETS

DAYLIGHTING  
AND SHADE



NATURAL VENTILATION

PEDESTRIANIZATION  
AND TOPOGRAPHIC  
UTILIZATION







**Visha Ahmad**

visha.ahmad99@gmail.com

## Community Resilience; Living with Water

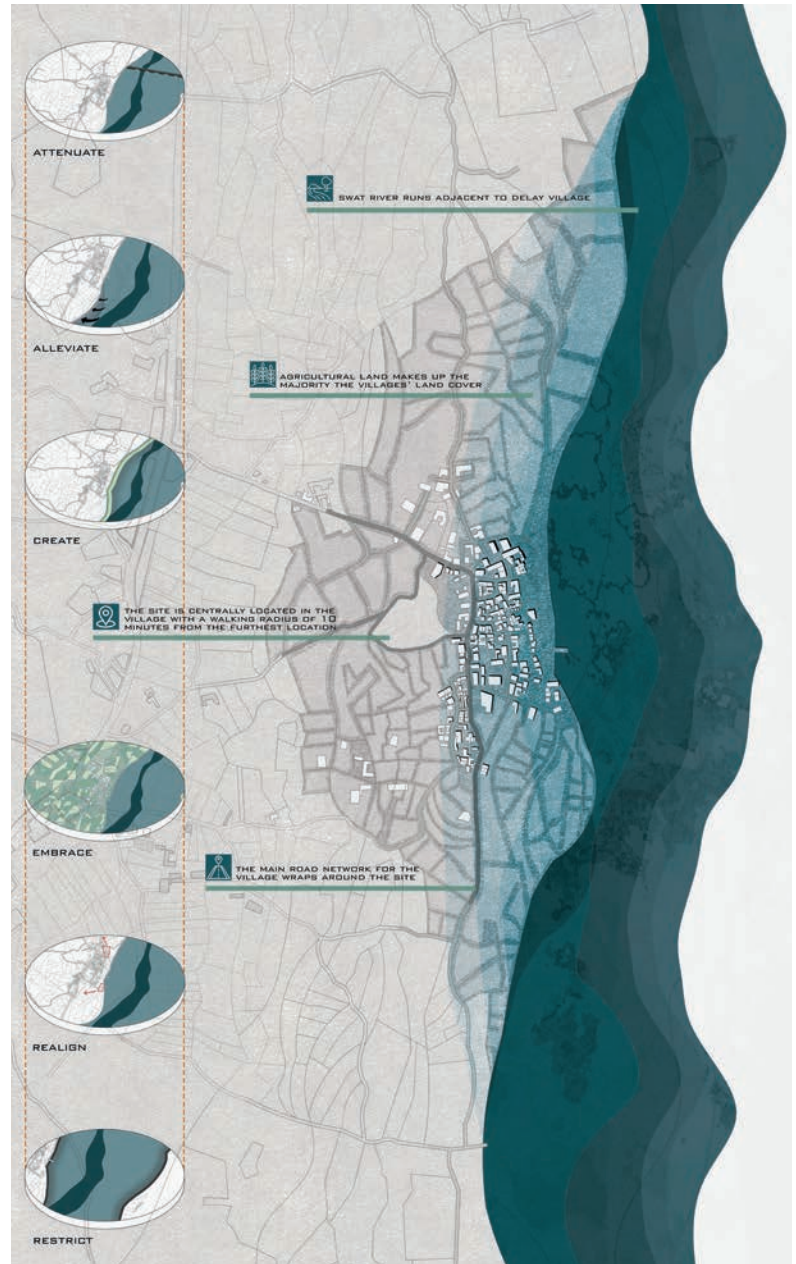
Architecture of Duality

*Delay, Swat*

Advised by Ar. Safi Ullah

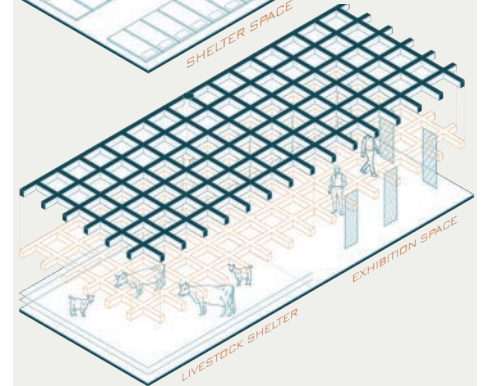
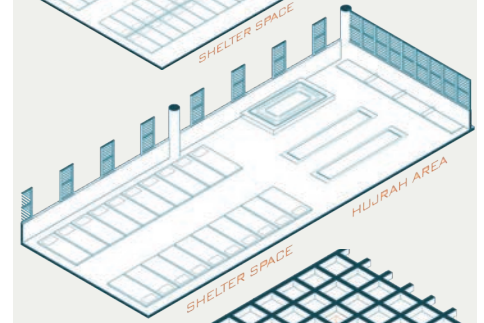
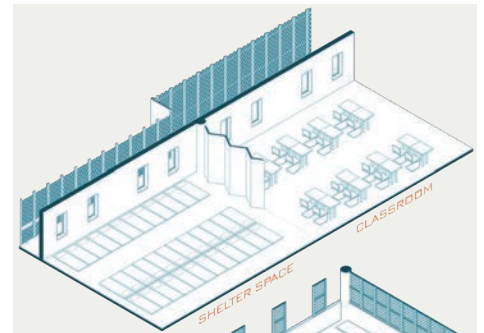
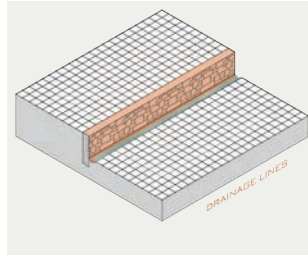
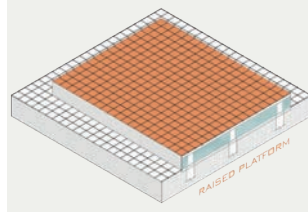
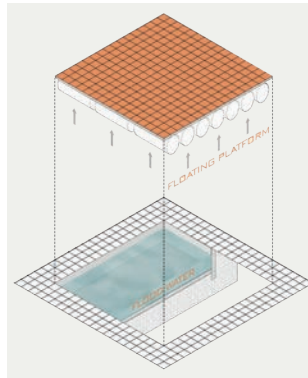
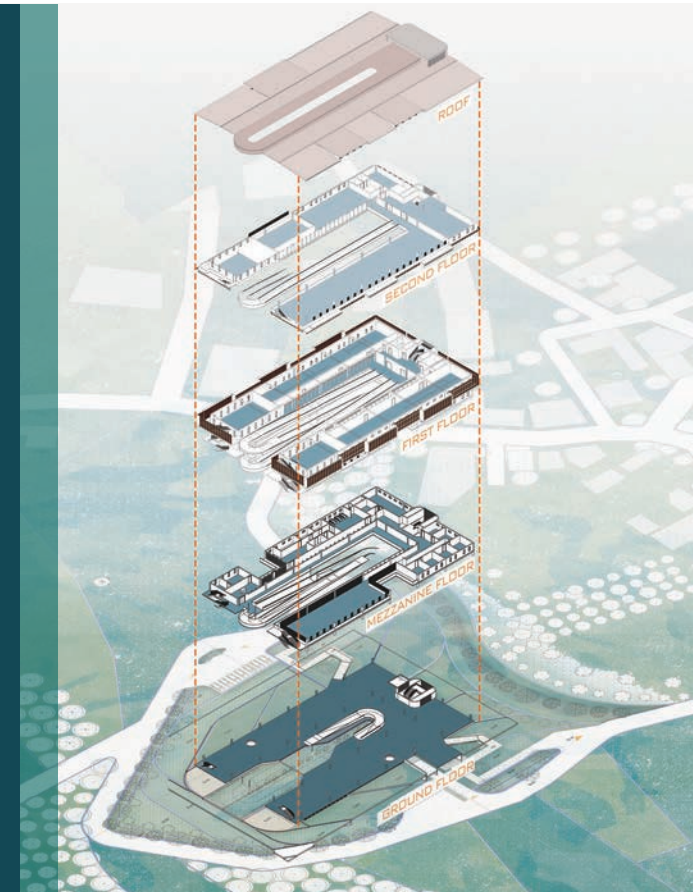
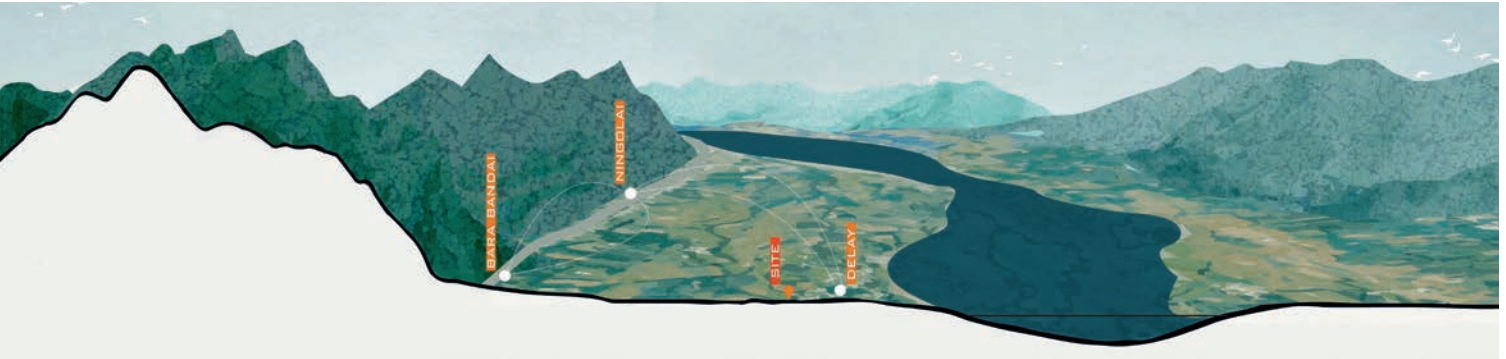
Expansion and destruction have become the perambulatory nuances of today's existence, but the realities of natural disasters have forgone previous physical boundaries. Floods have taken thousands of lives and caused millions of losses for the country; and so Pakistan has been ranked 8th on the flood hazard risk level globally. Due to the ever impending changes in the climate, unmanageable monsoons have wreaked havoc throughout all four provinces.

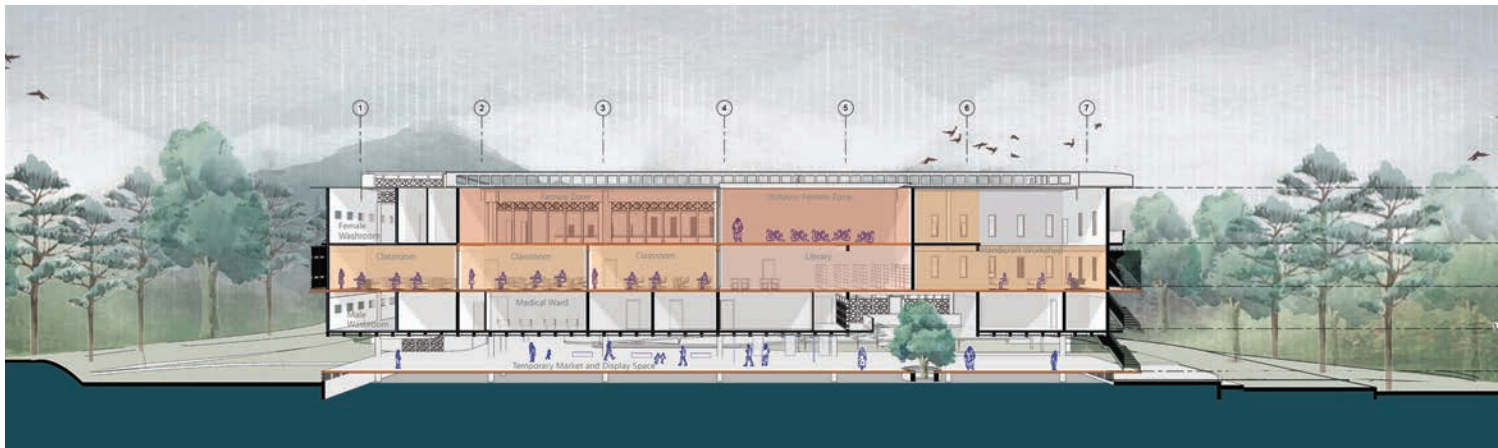
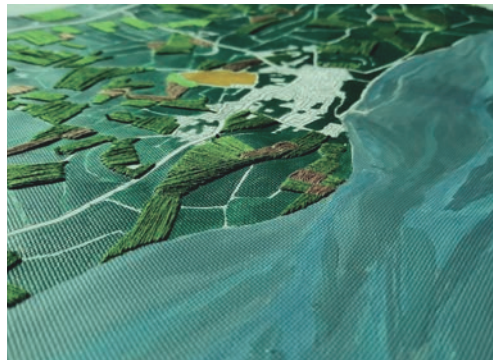
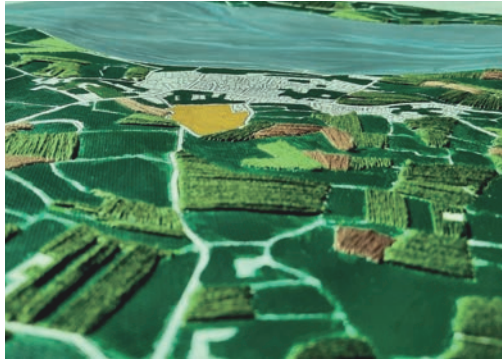
The research methodology for this dissertation utilizes community-driven primary data and environmental secondary data; with an output of overlaid social and environmental trends. By focusing on the context, environmental analysis, and local construction methodologies; the project aims to garner regional, social and economic growth through architecture. The building is designed as a module that adapts between a rehabilitative center and a community center depending on the natural requirements. Through transformative strategies, the design focuses on flood resilience through the architecture of duality with emphasis on the maximum functional output within the minimum amount of space.





“This thesis explores community resilience in regards to flood risk management; with the encompassment of flood adaptation techniques and social enhancement to promote the longevity of not only the built environment but also the communal networks. The project will provide a sanctuary to the population of Delay Village through a physically adaptive community and rehabilitative center.”







**Amna Qayyum**

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## **Second nature | Recreating common ground**

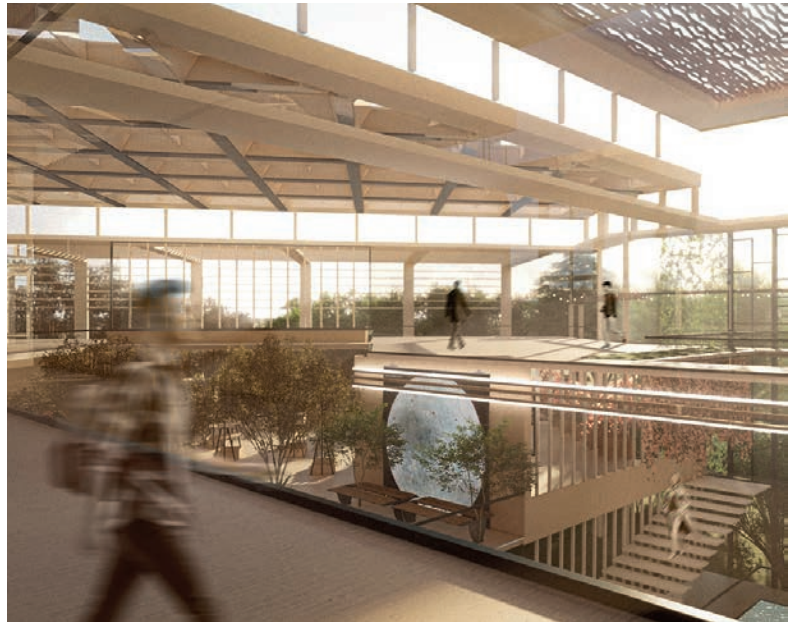
Nature interpretation center

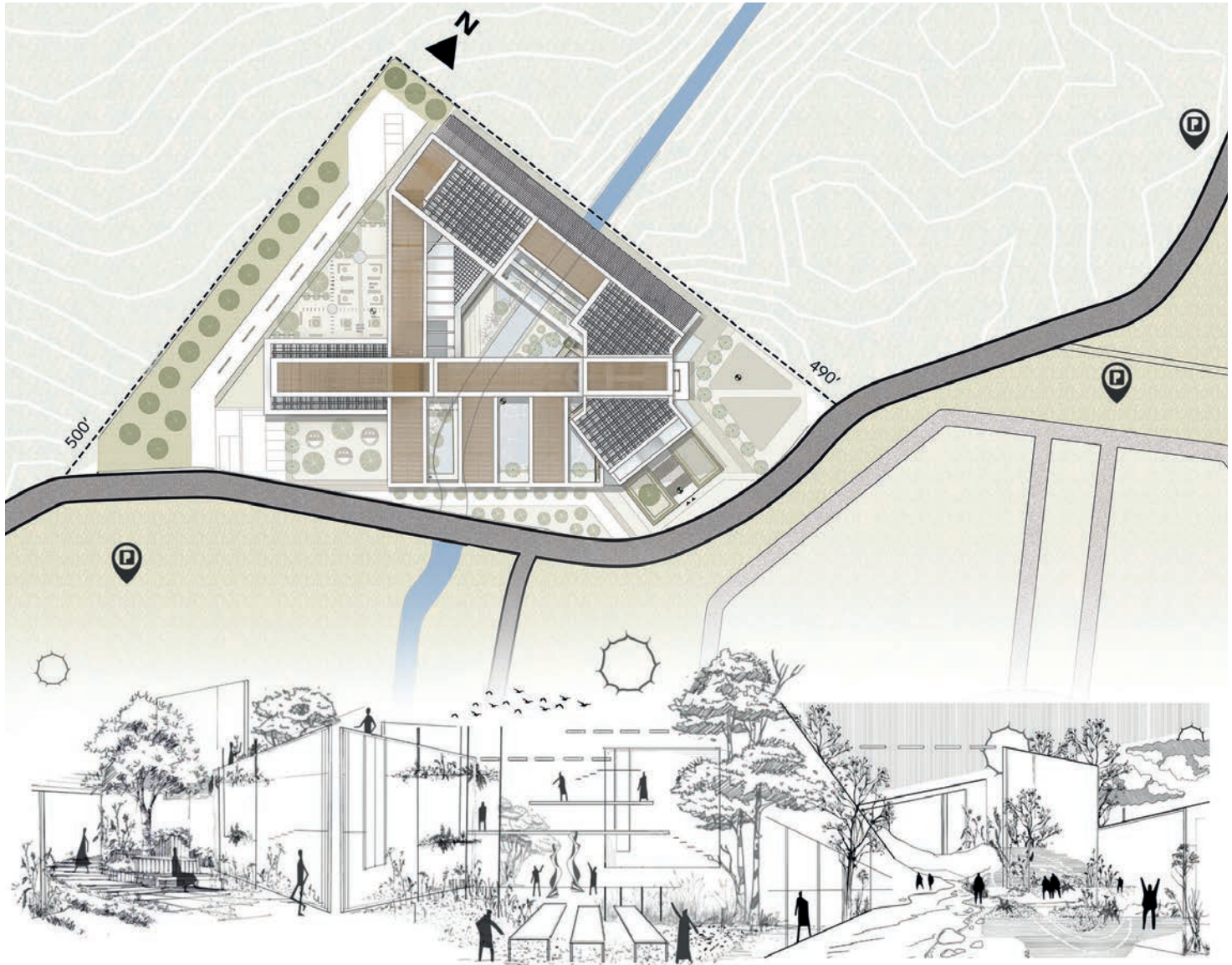
*Rose and Jasmine Garden | Islamabad*

Advised by Ar. Safi Ullah

This thesis aims to develop a relationship between phenomenology and Architecture by establishing a dialogue regarding the existence of “dwelling spaces” within Islamabad. By understanding the synergy established by Lifeworlds and Natural attitudes, through their existence within everyday life, the incidence between the formal and eco-grids create the basis of the theoretical framework of the lived phenomenon experienced by the everyday user. Keeping in mind the booming expansion of contemporary cities, there is a need to explore a type of architecture which engages the lifeworlds of the individual and the community.

An investigation of the Eco grid which overlaps the formal grid of Islamabad, a series of disused urban ‘dwelling spaces’ are discovered next to the organic network of ravines. These spaces are described as the ventilative lungs of the city and hubs of biodiversity. Their transformations into “nullahs” and perceptions stemming from this phenomenon are the reasons behind their dwindling usage. The design, therefore, proposes schemes for its rejuvenation and return to public life through the creation of a Nature Interpretation center.





“Exploring phenomenology as a method which utilizes an understanding of human perception to influence the design, form, and function of architecture, in terms of circulation and organization of an elastic, sinuous program. Within the context of the city of Islamabad, dwelling spaces exhibited through the Eco grid are curated and exhibited through the architectural envelope.”



**Rija Hashmi**

rijahashmi@hotmail.com

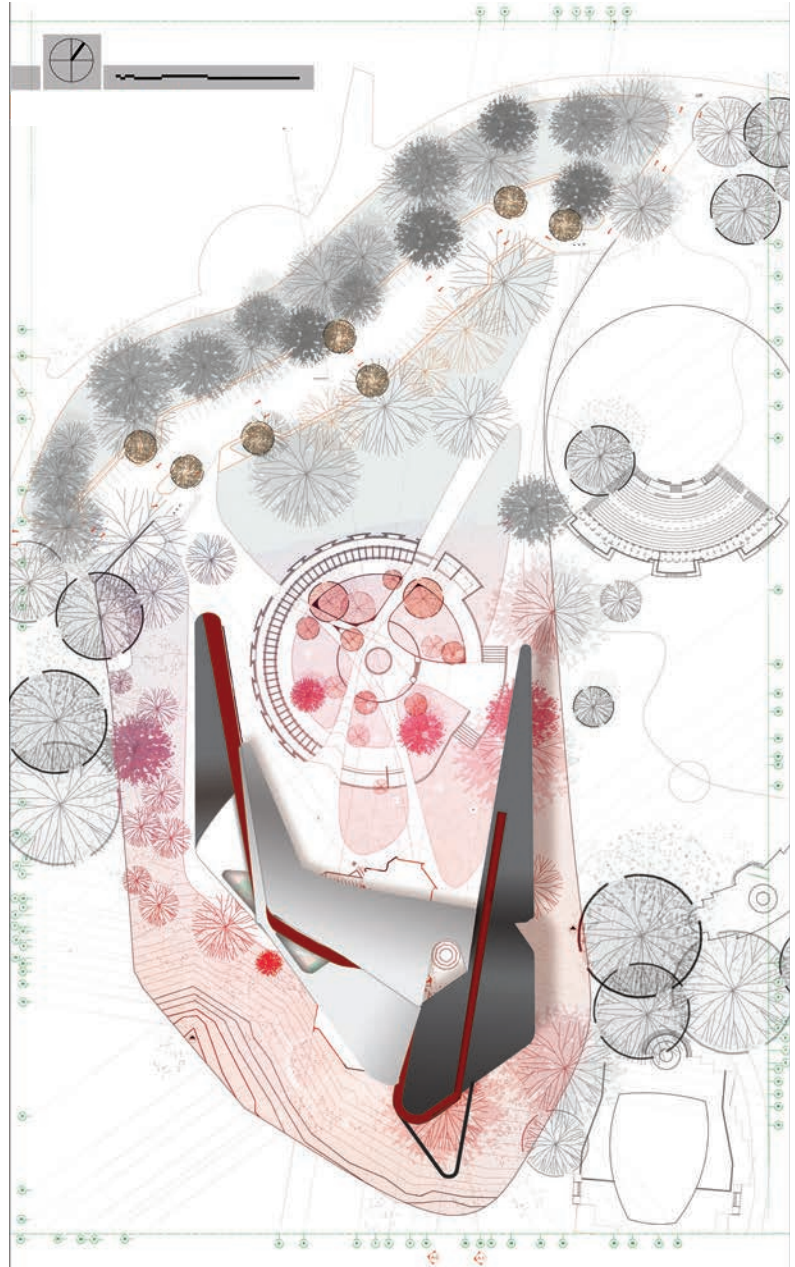
### **Additive Intervention: Symbiosis in Architecture**

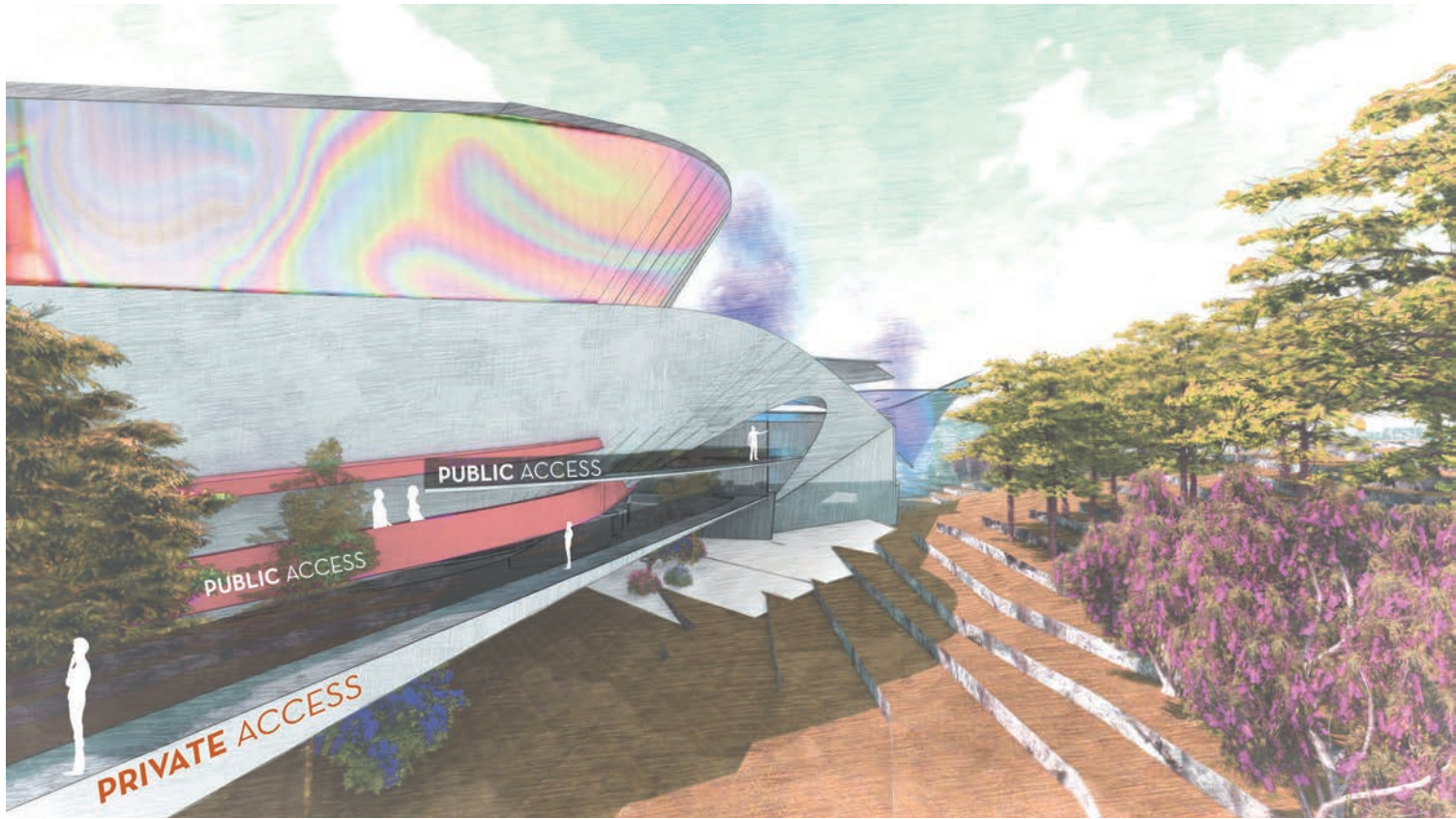
Architecture Caught in Evolution Stimulating a Digital Media Experience  
*Islamabad, Pakistan*

Advised by Ar. Abdullah Omar

This thesis offers a type of adaptive reuse explored in the design of a Synergistic Hub based on the concept of exploring symbiosis. The aim of this proposal is to use architecture as a tool to bridge the virtual and physical realms by delving into the idea of immersiveness, space and presence in order to reinterpret typology and propel synergistic design into the future.

For an abandoned complex located in a place populated with tourist attractions yet still obscure, the final design acts as a marker and invites passive users in, if not only to gauge their interest as something peeks over the dense canopy of natural vegetation at Shakarparian. This piquing of interest, because of its form and contrasting high tech materials, helps bring users to explore a new world of architecture. A world where virtual recreation is rooted into physical architecture and both perform symbiotically, breathing life into one another in a way that without the other this symbiotic relationship ceases to exist.



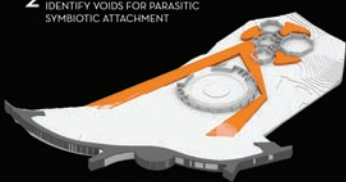


“Additive interventions on architecture conceived in evolution to introduce a new typology and reinterpret the experience of communal spaces in an immersive synergistic performance hub.”

1 DEFINING AXES  
EXISTING PATHS



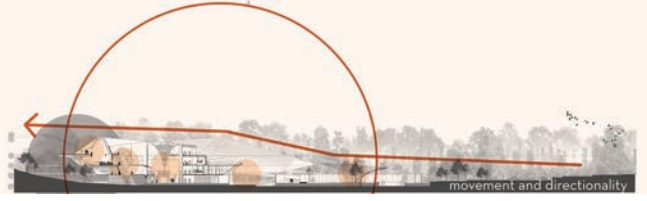
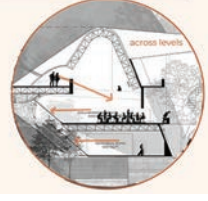
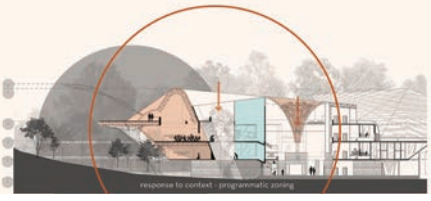
2 INFILL  
IDENTIFY VOIDS FOR PARASITIC  
SYMBIOTIC ATTACHMENT



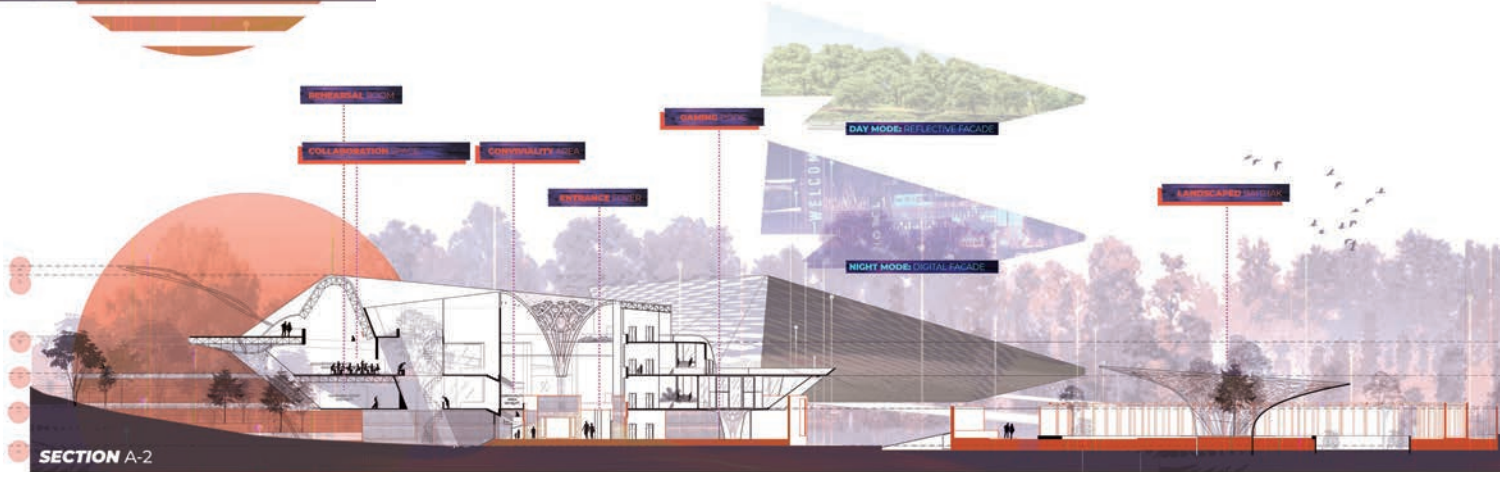
3 POINT OF GENERATION  
IDENTIFY GEOMETRIC, STRUCTURAL  
FOCAL POINT TO EXTRAPOLATE AXES



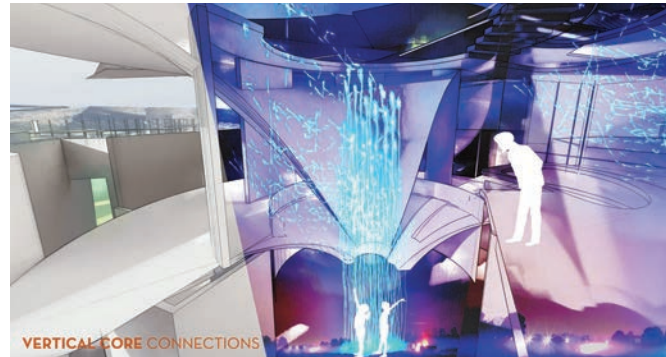
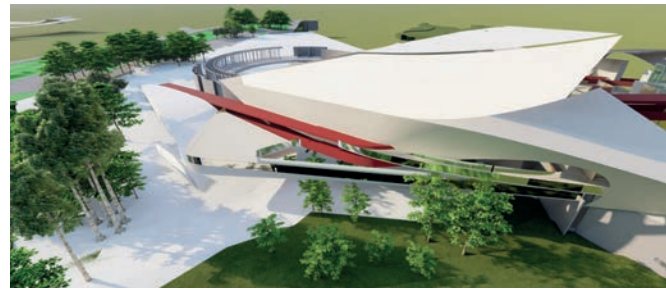
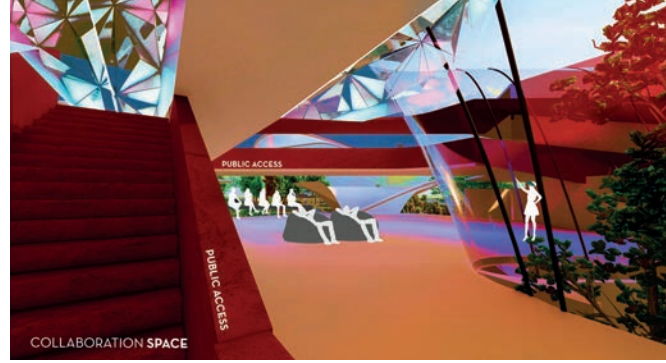
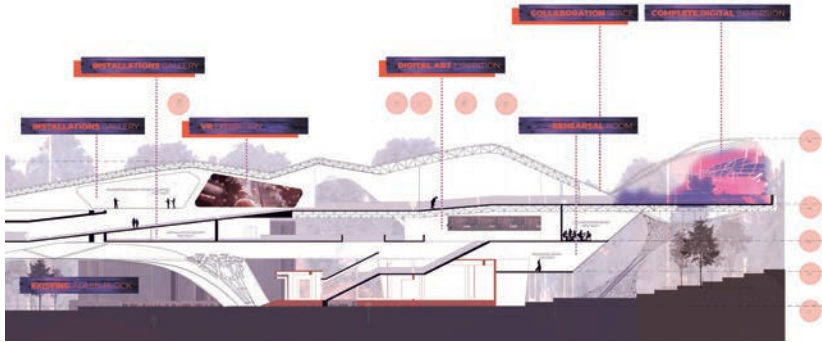
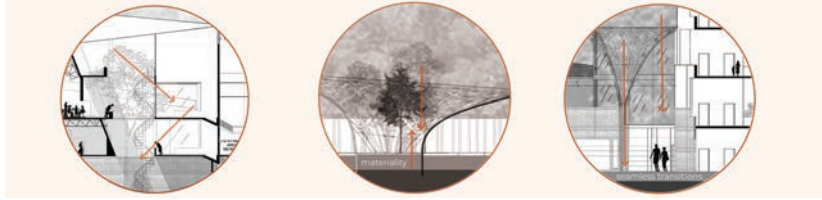
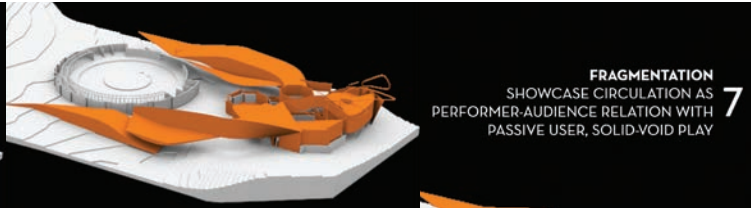
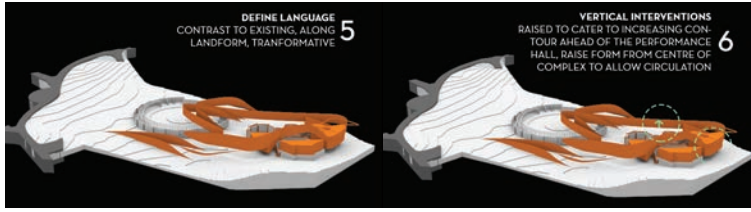
4 GENERATE AXES OF GROWTH  
CIRCULATION CONNECTIONS



SECTION A-3



SECTION A-2





**Shaiza Imtiaz**

simtiaz98@gmail.com

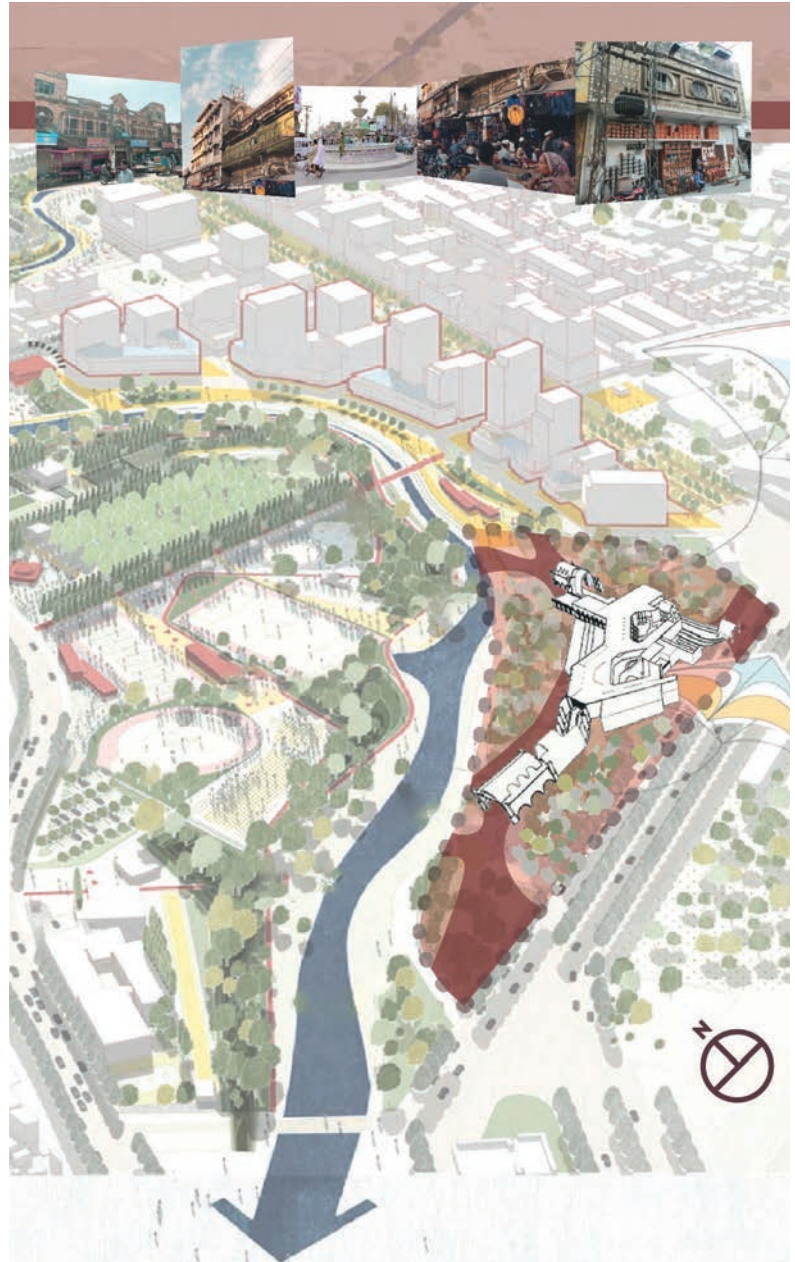
## **(Re-)Crafting Cultural Cores**

Revitalization of Heritage Values in Inner-City Pindi  
*Androon Rawalpindi, Pakistan*

Advised by Ar. Safi Ullah

Over the years, the city of Rawalpindi has witnessed several narrative shifts: from being a historic settlement turned garrison city, to its current twin-to-Islamabad identity. An imminent lack of documentation occurred with this torpedoing development, leading to the loss of previous cultural practices in turn precipitating fragmentation of the prolific heritage of the context. With an aim to rejuvenate the unique cultural value within the *androon*, the project focuses on harboring an Interpretation and Resource Centre that preserves and disseminates knowledge of localized history and artisanal practices (namely pottery stipulated from *Kumhar Gali*) through formally built spaces. The conceptual significance of the history and oral narratives is explored via the lens of the '*androon street*' - a place with spatiality, intimacy, and community.

The designed space intends to facilitate locals, academic professionals, and visitors. With a close tie to the local stakeholders, the project cultivates ownership in the area, propelling community-centric research, and hands-on production, culminating in public displays and archives.





“Delaying the physicalities of space and epoch within an undervalued heritage nexus by contextualizing the principles which form the image of an (inner) city, to further aid cultivation of the already existing dynamicity of the urban fabric and hence formulate a space where it could be preserved, practiced and such contextual knowledge then be eventually disseminated.”



**Bisma Nabil**

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## **Parwaaz**

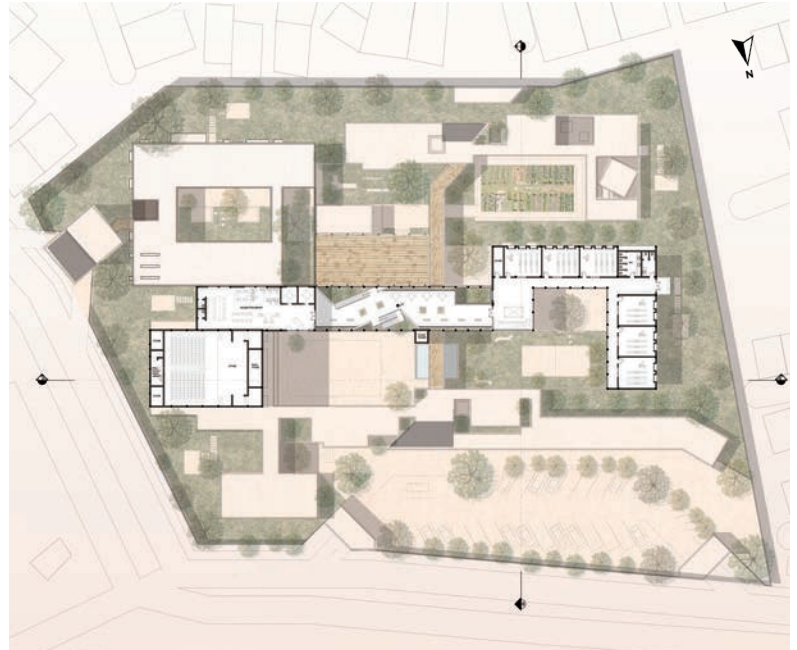
Empowering Women for a Resilient Community

*Rahimabad, Rawalpindi*

Advised by Ar. Mian Muhammad Naseer

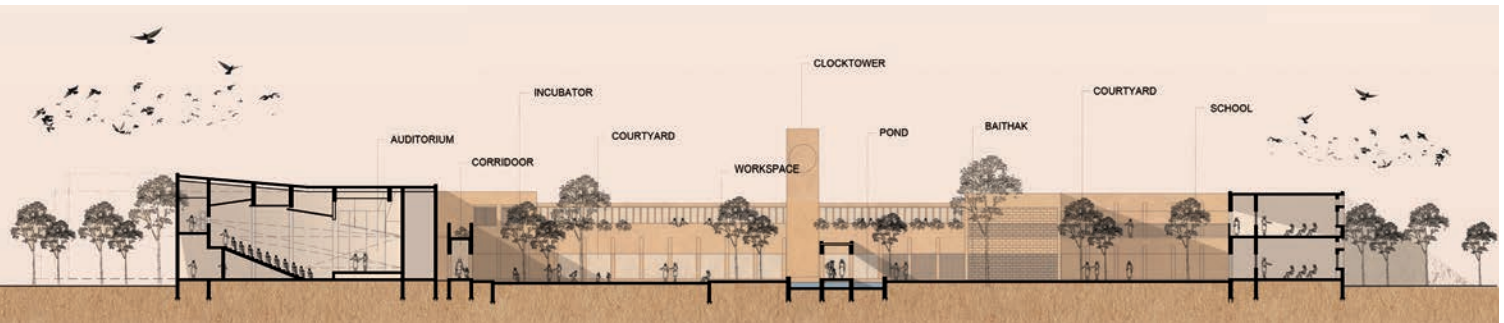
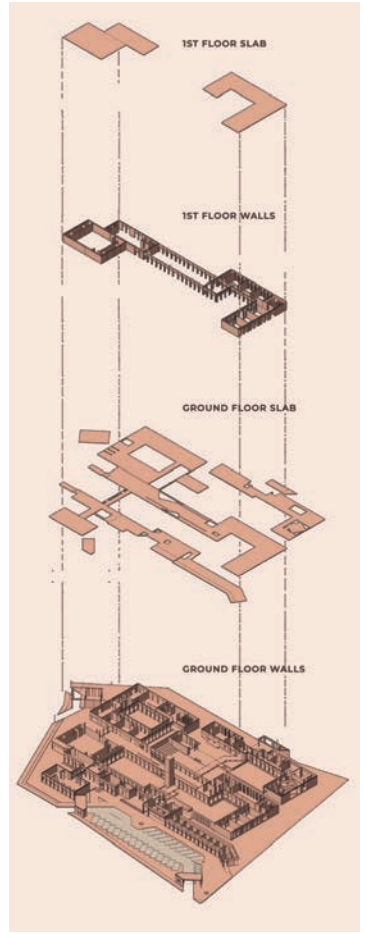
The high frequency of socio-economic setbacks in the neighborhoods of Rawalpindi has remained a matter of constant concern particularly among families of the working class. Only alternate solutions and efforts of the entire household and community can help develop the resilience they need to face, adapt, and recover from such shocks. This thesis explores the potential of women in this matter, by using architecture as a tool to provide socio-economic uplift. Through the provision of an Opportunity Center comprising of communal, vocational, and educational zones, the multifaceted needs of the community aim to be met.

Resilient design strategies are implemented for site selection, program derivation, planning and design articulation, to deliver a diverse, interconnected and adaptive proposal that serves to be more than just a building, but a home that nurtures and supports. The spatial orientation ensures the communal nature of activities. As the community indulges in daily encounters, weekly gatherings, and frequent festivals, they share knowledge, skills, stories & experiences, as well as getting the chance to commercialize their endeavors.





**“This thesis aims to highlight and respond to the needs of the women of Rahimabad Muhalla in Rawalpindi and use Architecture as a tool to provide socio-economic uplift to its women through the exploration of resilient design.”**







**Mishal Fatima**

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## **The 5<sup>th</sup> Generation Stadium**

A Sporting Structure for the People

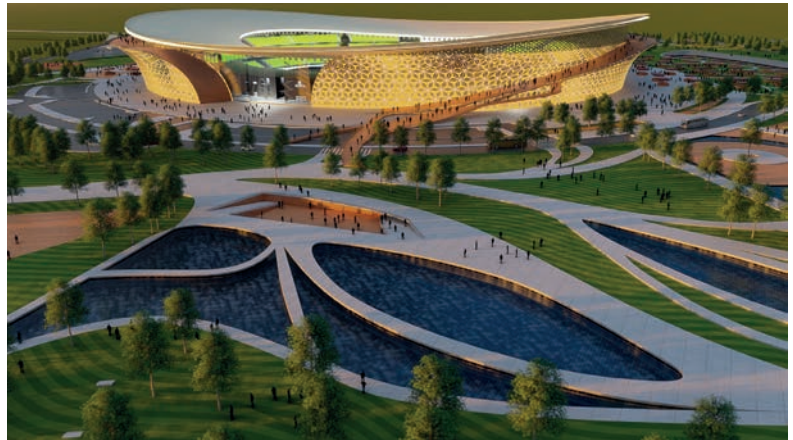
*Opp. Model Forestry Park, Malpur, Islamabad, Pakistan*

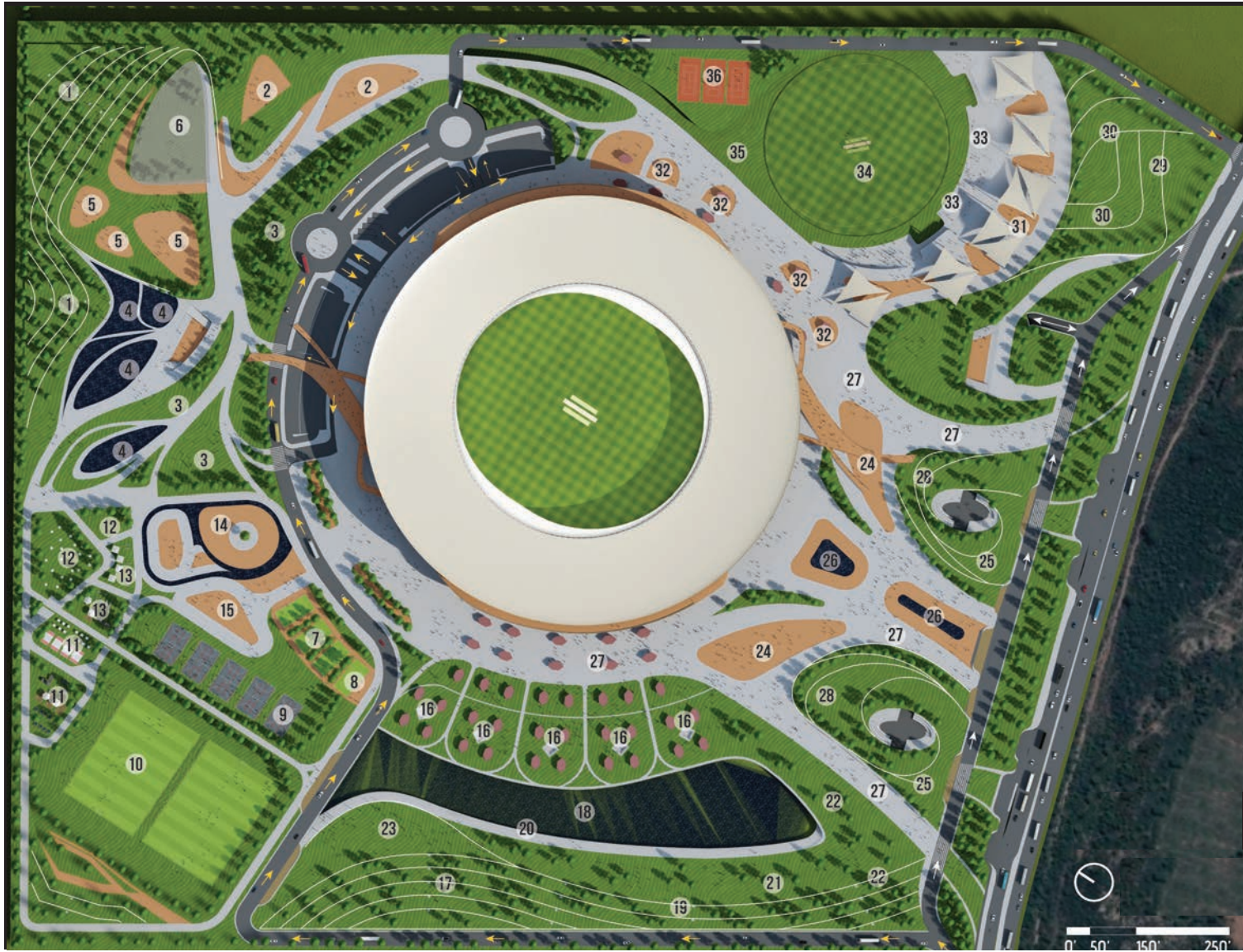
Advised by Ar. Safi Ullah

Over the years, Cricket has become a part of the cultural identity of Pakistan, still existing as an amalgamation of sports and traditions. But the stadiums of Pakistan are unable to do justice to the passion of cricket celebrated by this nation.

This thesis targets the functional issue behind the neglect of these venues on non-match days in Pakistan. All the existing stadiums being single-purposed traditional sporting structures has led to their non-usability on non-match days. This called for a user-conscious sporting structure to be designed such that it is used by the public year-round.

Stadiums should integrate fan experience and community users' requirements-based programs, for it to belong to the people while giving back to the community, resulting in the year-round revenue generation. This thesis returns the stadium to the people as a vital component of the community and a gathering space for the citizens. It focuses on integrating the urban fabric, redesigning the monofunctionality of this typology and forming a spectator/user-based design.

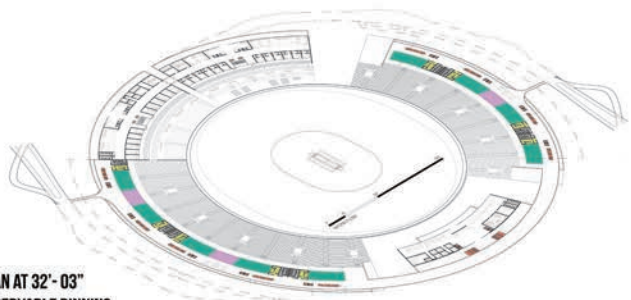




“Reimagining single-purpose traditional stadiums of Pakistan by infusing/merging fragments of the widespread sporting culture and people of the community.”

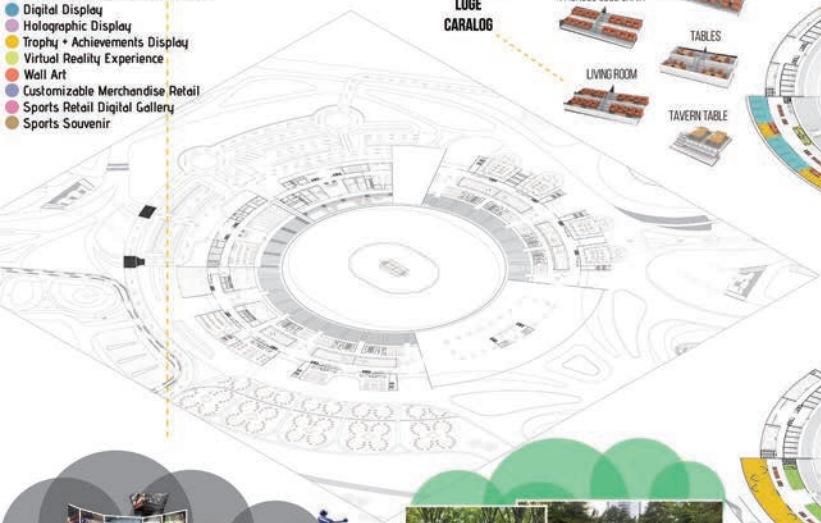
**PLAN AT 32'-03"  
RESERVABLE DINNING  
SPACE (PRIVATE)**

- Full Course Meal (3-4)
- Open Restaurant
- Performance Area /Screen Display
- Views



**PLAN AT 16'-10"  
SPORTS CELEBRATION**

- Promotion Area/Green Buffer Zone
- Digital Display
- Holographic Display
- Trophy + Achievements Display
- Virtual Reality Experience
- Wall Art
- Customizable Merchandise Retail
- Sports Retail Digital Gallery
- Sports Souvenir

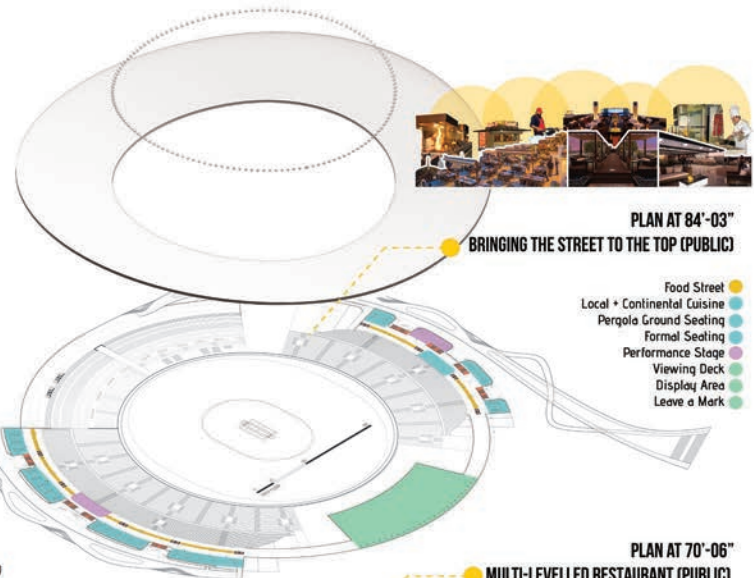


**LOBBY  
CARALOG**



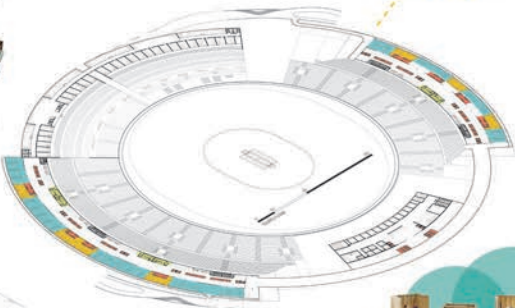
**PLAN AT 84'-03"  
BRINGING THE STREET TO THE TOP (PUBLIC)**

- Food Street
- Local + Continental Cuisine
- Pergola Ground Seating
- Formal Seating
- Performance Stage
- Viewing Deck
- Display Area
- Leave a Mark



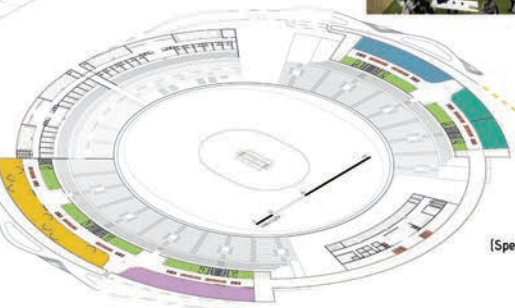
**PLAN AT 70'-06"  
MULTI-LEVELLED RESTAURANT (PUBLIC)  
(COMBINED WITH 5TH FLOOR)**

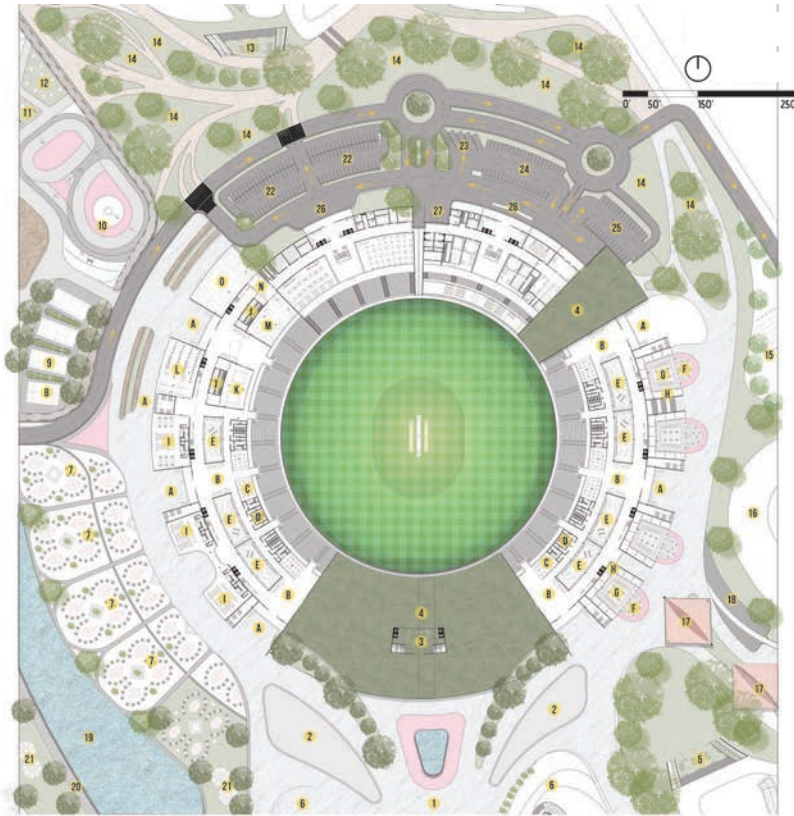
- Live Kitchen
- Continental Cuisine
- Refreshment Stalls
- Formal Seating
- Green Terraces
- Smaller Cafe Facility



**PLAN AT 55'-11"  
BUSINESS FORUM**

- Trade Show/Business Exhibition /Product Launch
- Cooperate off site & Executive events (Specified Company) - Private/semi Private
- Seminars/Public Speaking/ Training Events + Workshop
- Co-working Space



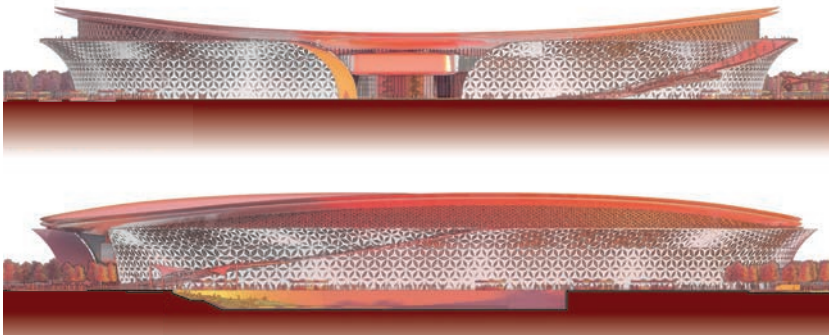
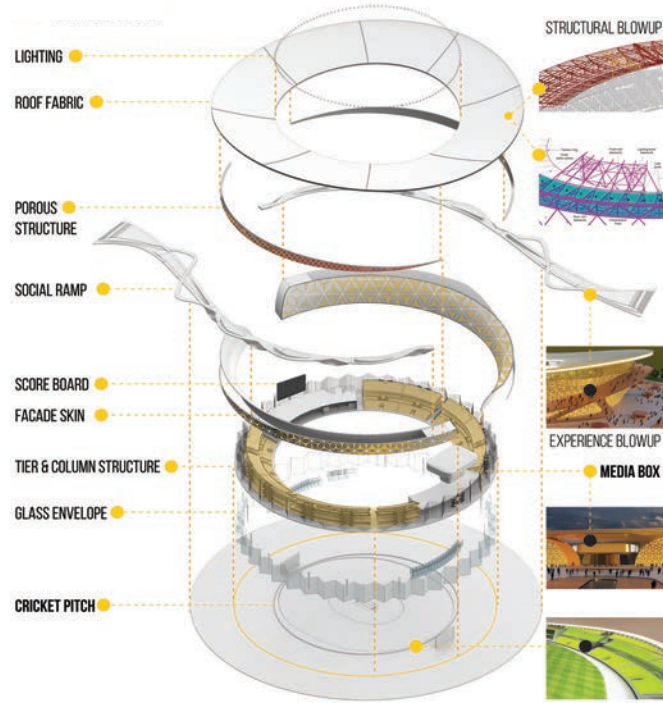


**Master Plan**

- |                               |                    |                             |                                 |
|-------------------------------|--------------------|-----------------------------|---------------------------------|
| 1 Central Gathering Space     | 7 Food Street Zone | 15 Social Ramp              | 19 Water Feature Show           |
| 2 Honorary Pavilion           | 8 Squash Court     | 16 Green Seating Zone       | 20 Water front Communal Seating |
| 3 Media Box Circulation Space | 9 Tennis Court     | 17 Practice Pitches         | 21 Seating Hubs                 |
| 4 Open Berm                   | 10 Sliding Bank    | 18 Practice Field           | 22 VIP Parking                  |
| 5 Social Ramp                 | 11 Playground      | 19 Multi-Purpose Event Area | 23 Coach Parking                |
| 6 Multi-Purpose Area          | 12 Yoga Area       | 18 Communal Seating         | 24 Player's Parking             |
|                               |                    |                             | 27 Ambulance                    |

**Ground Floor**

- |                    |                                     |                              |
|--------------------|-------------------------------------|------------------------------|
| A Entrance Points  | G Local Craft Workshop Area         | M Wrestling Practice Area    |
| B Ticketing Area   | H Local Craft Retail                | N Indoor Sports Reception    |
| C Concession Area  | I Cakes + Spill out Landings        | D Martial Arts Practice Area |
| D Service Area     | J Changing Area & Locker Space      |                              |
| E Sports Retail    | K Bowling Practice Area             |                              |
| F Food Street Area | L Gym & Weightlifting Practice Area |                              |





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kainat.s2001@gmail.com

## The Everlasting Comfort Residential-Recreational Project *Lahore- Pakistan*

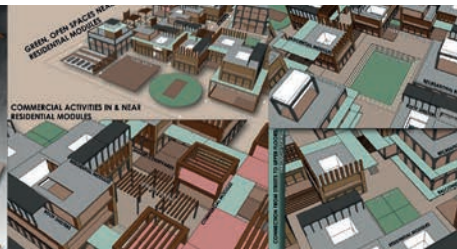
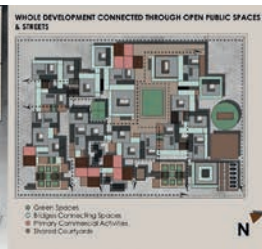
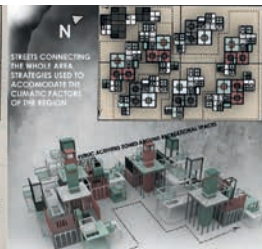
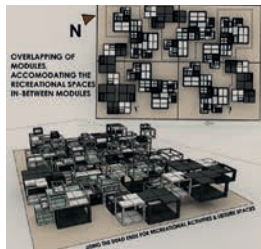
Advised by Ar. Abdullah Omar

Lahore, also known as “the city of Gardens”, was once a trade center with strong cultural, social, traditional significance and distinctive architecture. Unfortunately, these qualities have started to diminish as suburban inspired colonies are spreading across the city and have turned it into a jungle of concrete stripping people of their local identity. With such a displacement of identity and heritage, over the years one can observe the affects to materialise in people’s social lives.

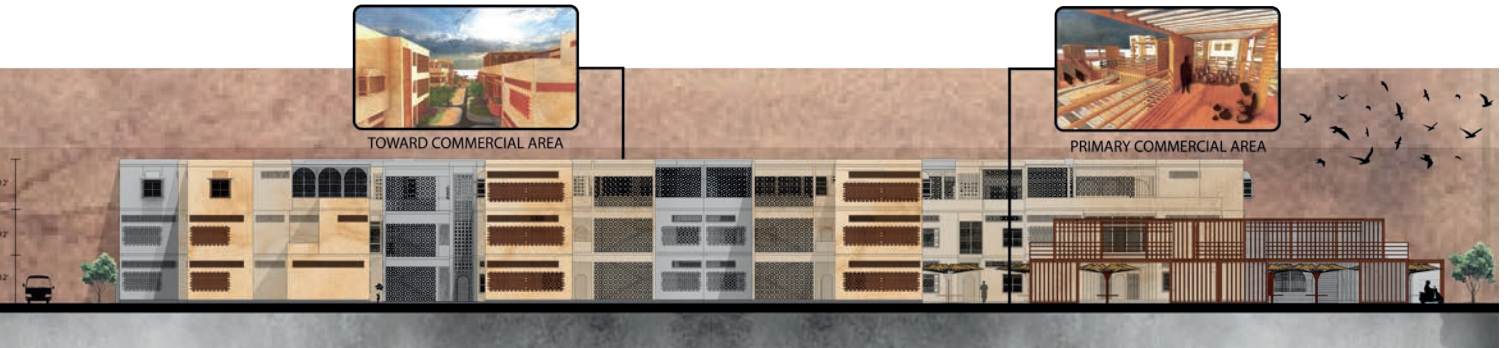
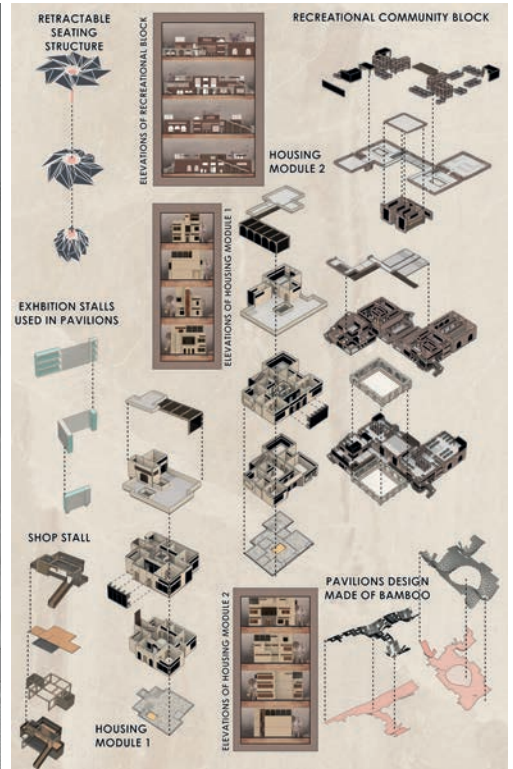
Lahore is a city that has a lot of potential with local techniques, history, background, culture, and social values. The main goal is to study the social structures of the people that exist in the Muhallas and resonate with the current changing narratives to create future developments that embody the local lifestyle, regional identity and values.

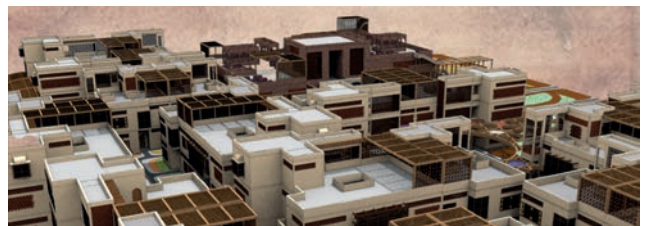
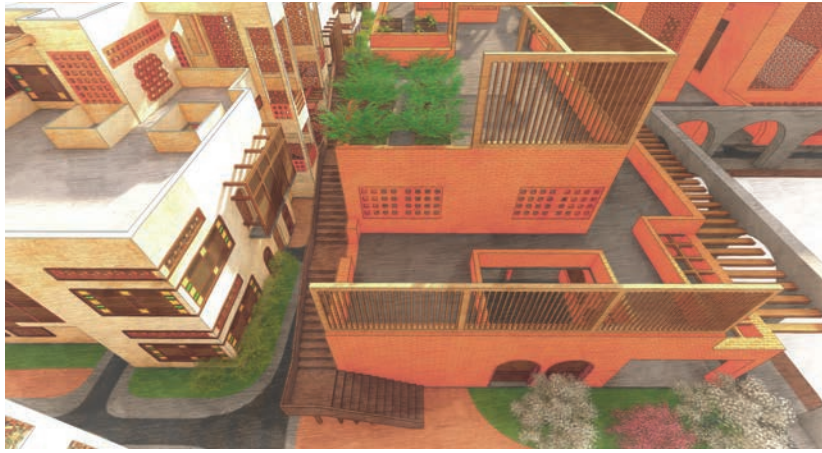
The creation of residential-recreational development will focus on the factors that are affecting the social lifestyle, which will include local design strategies and narratives. The aim is to create a system that promotes harmony between local and global standards while celebrating its users and region.





“Local narratives used as a tool for the revival of generating a residential-recreational development.” - In the coming years, contemporary practices will lessen the regional recognition of architectural infrastructure. Hence, it is essential to create a balance between what is available and what is needed in future developments before the city becomes alienated to its context and irrelevant to its users.





# EVENTS

NUST School of Art, Design & Architecture

The School of Art, Design & Architecture upholds a strong culture of developing the students' exposure beyond the curriculum through exhibits, seminars, workshops, industry talks and visits organized at the school. Events like these give students the opportunity to develop an understanding of the industry and the professional environment and offer them insight on how the profession operates outside the academic setting. This helps students link academic knowledge with professional practices. Such experiences enable students to discover their niche interest within the expansive realm of the design industry and helps inform their endeavors beyond undergraduate education.

Interacting with members of the industry, successful designers, artists, and craftsmen, gives students the opportunity to broaden their perspective on future possibilities. Enabled by the school's valuable industrial and academic ties with both national and international peers and companies, students use these events as a venue to develop their professional networks and form meaningful linkages with representatives of the industry.

ARCHITECTURE & INDUSTRIAL DESIGN  
CATALOG 2022

13<sup>TH</sup>  
NOV  
2021

## ZRK INDUSTRIAL PARK Industrial Visit

ZRK Group, Pakistan's largest and Asia's technologically most advanced MDF & laminated boards manufacturer, invited the final year class of Industrial Design students to visit its plant in Mardan, KPK. The visit offered students insight into the vast industrial capabilities and potential presented by Pakistan's innovative enterprises



## 24<sup>TH</sup> NOV GRAD PROJECTS & BEYOND Interactive Session with Hasan A. Mian

Hasan A. Mian is the Founder of Hasan Advanced Research & Design Lightnext and Director Boremaster. In this interactive session with the industrial design students, the speaker guided students on calibrating final year graduation projects.



**HASAN A MIAN**  
FOUNDER,  
HASAN ADVANCED RESEARCH & DESIGN  
LIGHTNEXT  
DIRECTOR, BOREMASTER



24TH NOVEMBER 2021  
10:30 ONWARDS  
SADA SEMINAR HALL

03<sup>RD</sup>  
JAN  
2022

## “HOW WE MIGHT” STATEMENTS & IDEATION Alumni Talk & Workshop

An alumni talk and workshop conducted by Ms. Manahil Huda - a graduate of SADA-NUST and multidisciplinary designer who is a design educator and dean's fellow at Habib University, Karachi as well as a UX & Service Design Specialist. With her expertise lying in design research, experience design and serMinahil has worked with clients from numerous industries in Pakistan including but not limited to - Fin-Tech, Agri-Tech, Mobility, Ed-Tech, and healthcare.

During the workshop, the students learnt how to ideate on “How Might We” statements. They were trained on how to channel their creativity to come up with a series of different ideas in a short span of time using sticky notes and a timer. The idea was to focus on quantity of ideas first and that quality may be determined later. This workshop also guided the students in drawing their ideas rather than solely expressing them through written texts with the aim that these ideation skills can be used individually or while working in collaboration with others.

## ALUMNI TALK & WORKSHOP

HOW MIGHT WE STATEMENTS & IDEATION  
AN INTERACTIVE WORKSHOP SESSION

STUDENTS WILL LEARN HOW TO IDEATE ON “HOW MIGHT WE” STATEMENTS AND WILL LEARN HOW TO CHANNEL THEIR CREATIVITY TO COME UP WITH LOTS OF DIFFERENT IDEAS IN A SHORT SPAN OF TIME USING STICKY NOTES AND A TIMER. THE IDEA IS TO FOCUS ON QUANTITY OF IDEAS FIRST AND THEN QUALITY CAN BE DETERMINED LATER. THIS WORKSHOP WILL ALSO GUIDE THE STUDENTS IN DRAWING THEIR IDEAS RATHER THAN WRITING THEM ONLY. THESE IDEATION SKILLS CAN BE USED INDIVIDUALLY OR WHILE WORKING IN COLLABORATION WITH OTHERS.

THE WORKSHOP WILL START BY A 15 MIN LECTURE ON HOW STATEMENTS AND IDEATION FOLLOWED BY INDIVIDUAL AND COLLABORATIVE ACTIVITIES.



MANAHIL HUDA  
DESIGN EDUCATOR & DEAN'S FELLOW  
HABIB UNIVERSITY, KARACHI  
UX & SERVICE DESIGN SPECIALIST

15<sup>TH</sup>  
FEB  
2022

## INDUSTRIAL DESIGN + ARCHITECTURE Industry Talk by Rashan Senanayake

SADA hosted an online session on the 15th of February 2022 with international guest speaker Rashan Senanayake, CEO of Inspired Education Australia and a sessional academic from The Queensland University of Technology.

The talk was an inspirational in-depth talk that focused on sharing diverse professional and academic experiences with the student body as well as the faculty members at SADA. The talk aimed at diversifying the student's typical notions of Architecture and Design and the road they may take once they graduate. The speaker hoped to enlighten them with the multi-faceted career options that the field of Architecture now offers in the 21st century.



02<sup>ND</sup> MAR 2022  
DESIGN | IMAGINATION  
Industry Talk by Ar. Zain Mustafa

The department of Architecture hosted an online session with local guest speaker Architect Zain Mustafa. The talk was centered around the concept of 'Design Imagination' where the spokesperson educated the students about the design process and iteration phase and how vital it is to fully engage in it to produce well informed design solutions.



NUST  
SCHOOL OF ART, ARCHITECTURE AND DESIGN  
Industry Talks 2022  
Featuring Zain Mustafa  
Design | Imagination  
Seminar Hall,  
15.00 hrs | March 2nd  
Join in for a motivational  
virtual talk about unravelling the creative mindset through one's  
imagination and using it as a core tool for your development as a  
future designer!

12<sup>ND</sup> MAR 2022  
CRESCENT  
BAHUMAN LTD.  
Industrial Visit

An industrial visit organised by coordinating faculty Ms. Sania Samar with the final year industrial design students to Pakistan's first vertically integrated denim facility. Crescent Bahuman Limited are the largest denim exporters in the country and the aim of the visit was to provide students an insight of the design processes and product development mechanisms involved in the industry.

The students were given a walkthrough around the factory and various manufacturing facilities and design departments. The experience of interacting with the workers at and management of the facility enabled students to gain a first-hand understanding of how a design idea is processed into a tangible, manufactured product.



07 MAR  
08 MAR  
2022

## TRADITIONAL KASHI KARI STUDIO POTTERY Workshop by Hassan Kashigar

Hassan Kashigar is a ceramist, graduated from the National College of Arts, Lahore. He belongs to a traditional Kashi Kar family. Kashi Kari, the ancient art of decorating ceramic tiles and other objects, has been his family's occupation for over 400 years.

The hand painting of ceramic products particularly pottery and tiles, in stunning shades of blue and turquoise is termed, Kashi Kari. The words can be roughly translated as mosaic art in Persian culture. This is a centuries-old craft, which is commonly called blue pottery.

During the two day workshop hosted by the School of Art, Design & Architecture, students were given demonstrations and hands-on training to build their understanding of the Kashi Kari technique.

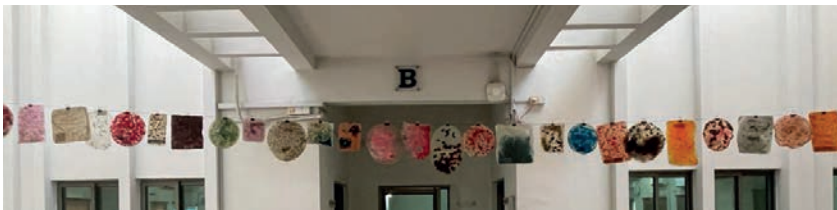
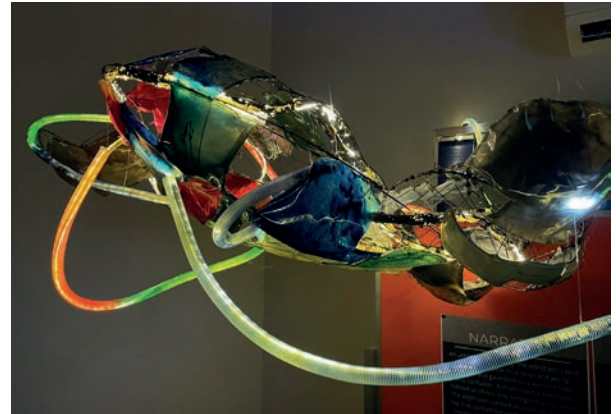


20 APR  
27 APR  
2022

## BIO PLASTICS Basics of Design Workshop

A workshop conducted with first year Industrial Design students aimed at training them to develop biodegradable plastic samples as part of the studio project. The term Bio Plastics explores the relationship of biodegradable and edible materials as a material for replacing plastics and exploring them through the lens of sustainability. The workshop was conducted by the first years B.ID faculty – Mahnoor Khan and Humna Naveed.

These skins are a byproduct of a workshop conducted in Basics of Design Industrial Design studio as part of understanding artificial skins made from home cooked materials. The workshop is an extension of research by Clara Davis on integrating gelatin based bio plastics into the field of design. These material samples explore plastics that float between the brittle to malleable quality of a bio degradable plastic.



25<sup>TH</sup>  
APR  
2022

## WAKING LIFE OF AN ENTREPRENEUR Industry Talk by Abrar Ali Qazi

Abrar Ali Qazi is the CEO of the Art Bank residency. In his words - “My interaction with the digital paradigms and installation art evolved into a constant reality, becoming a part of everything I design or think. My professional experiences with the world of visual communication have made me aware of the potential that design, coupled with innovative technology carries in reaching interactive media.”

Abrar Ali Qazi began to work at a gaming house as a visual artist soon after his graduation in 2010. This experience has lend a great deal to his skills in UGI and story development. During this conversation, the speaker shared his experiences with immersive technology and shared valuable lessons with the student attendees.



12<sup>TH</sup>  
MAY  
2022

## A ROAD MAP FROM IDEATION TO COMMERCIALIZATION Workshop by Khurraim Javed Iqbal

The primary purpose of this academic workshop was to develop an understanding of the commercialization process among the attendees, who are design students of Industrial Design Department at NUST-SADA. The speaker discussed in depth the process involved in developing a new product or innovating the features of any existing product using the phased approach developed by Dr. Robert G. Cooper, to remain commercially viable and saleable without compromising the product aesthetics and usability.



29<sup>TH</sup>  
AUG  
2022

## RISE EXPO, SIALKOT SADA Visit & Participation

RIC launched ICON in Sialkot Chamber of Industry to forward industrial collaborations. Several student projects were exhibited and the role of the School of Art, Design and Architecture, NUST, was recognized and appreciated by the Defense Minister of Pakistan, Mr. Khawaja Asif.

A generous amount was funded by the members of the chamber along with the donations for the Flood affected communities.



17<sup>TH</sup>  
AUG  
2022

# MOSQUE ARCHITECTURE IDENTITY | FUNCTION | SYMBOLISM


Online Webinar

An online webinar hosted by University of Technology Malaysia in collaboration with the NUST School of Art, Design & Architecture as part of UTM's International Webinar Series. The theme of the webinar was Mosque Architecture which was explored in varying contexts and from various perspectives by the panelists belonging to both academia and practice from Malaysia, Pakistan and Indonesia.

The members of the panel discussion included practitioners and academicians from Malaysia and Indonesia as well as SADA faculty member Asst. Prof. Zainab Javed (Architect/Urbanist) who unpacked the concept of "The Architecture of Simulateneity" in relation to Mosque Architecture. The presentations were followed by Q&A sessions, allowing students to have their questions on the theme addressed by the diverse panel. The event is part of a wider ongoing collaboration between University of Technology Malaysia and NUST School of Art, Design & Architecture.

Organized & Hosted by: 

In collaboration with: 

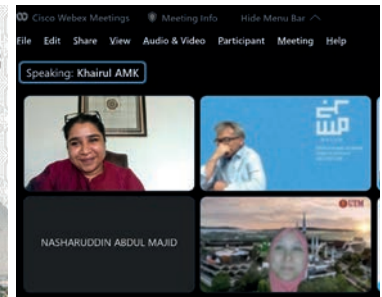


**Expert Panels 1:**  
**Ar. Razin Mahmood**  
Principle, Razin Architects Sdn. Bhd.  
Title: Rethinking Tropical Islamic Architecture

**Expert Panels 2:**  
**Dr. Uray Fery Andi**  
Head of Department,  
Department of Architecture  
Universitas Tanjungpura, Pontianak, Indonesia  
Title: Reinterpret Malay Traditions on Mosque Architecture

**Expert Panels 3:**  
**Ar. Zainab Javed**  
Lecturer,  
School of Art, Design & Architecture  
NUST, Islamabad, Pakistan  
Title: The Architecture of Simulateneity

**Expert Panels 4:**  
**Ar. Azim A. Aziz**  
Principle, ATSA Architects Sdn. Bhd.  
Title: The Contemporary Masjid: A New Perspective In Design And It's Function



INTERNATIONAL WEBINAR SERIES 04

# MOSQUE ARCHITECTURE

IDENTITY | FUNCTION | SYMBOLISM

DATE : 17th August 2022 TIME : 245pm - 500pm (MYT)

To join our session  SCAN ME!

This session will be conducted through: 

**Moderator:**  
Assoc. Prof. Dr. Khairul Anwar Mohamed Khaidzir  
Senior Lecturer,  
Architecture Programme,  
Faculty of Built Environment and Surveying  
Universiti Teknologi Malaysia

**Welcoming Remarks:**  
Assoc. Prof. Dr. Alice Sabrina Ismail  
Director,  
Architecture Programme,  
Faculty of Built Environment and Surveying  
Universiti Teknologi Malaysia



26<sup>TH</sup>  
SEP  
2022

## BEYOND DIMENSIONS Ar. Adrianta Aziz

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**iap**  
INSTITUTE OF ARCHITECTS  
PAKISTAN  
RAWALPINDI-ISLAMABAD CHAPTER

**داستان  
معمار**

**THE JOURNEY OF AN ARCHITECT**

**IN COLLABORATION WITH PCATP & SADA,  
IAP, RAWALPINDI-ISLAMABAD CHAPTER PRESENTS:**

**BEYOND DIMENSIONS**  
By Ar. Adrianta Aziz

**MONDAY, SEPT 26' 2022 AT 2PM  
SEMINAR HALL, 2ND FLOOR  
SCHOOL OF ART, DESIGN AND  
ARCHITECTURE (SADA)  
NUST, H-12 CAMPUS, ISLAMABAD**

**TO REGISTER FOR THE EVENT PLEASE EMAIL BY 22.09.22 :**  
1. YOUR COMPLETE NAME  
2. CNIC NUMBER  
TO MR. WASIF HASSAN, MANAGER IAP-RIC  
SECRETARAT(0346-6321967)ON IAP.RIC.MANAGER@GMAIL.COM.

MS. RABEEA AHMED, SADA (NUST) 0334-5074909



Ar. Adrianta Aziz  
- PAM Vice President  
(Malaysian Institute of  
Architects)  
- PAM Education Chairman  
- Chairman of ACAE  
(ARCASIA Committee  
Architecture Education)

A guest lecture with Malaysian Architect Adrianta Aziz, hosted by the Executive Committee, IAP Rawalpindi-Islamabad Chapter in collaboration with Pakistan Council of Architects & Town Planners (PCATP) and NUST School of Art, Design & Architecture (SADA). The talk was part of a story telling session organised by IAP - Daastan-e-Mimar: The Journey of an Architect.

The speaker, Ar. Adrianta Aziz, is the PAM Vice President for Malaysian Institute of Architects, PAM Education Chairman as well as Chairman of ACAE (ARCASIA Committee for Architecture Education).

The talk hosted at the SADA Seminar Hall was attended by architecture students from SADA and other institutes as well architects from the field. The speaker shared his projects that were geared towards using architecture as tool for social good and elaborated on examples of how participatory processes in architecture can help for more meaningful discourse through the involvement of the consumer/final user/inhabitant for any given proposal.



17<sup>TH</sup>  
OCT  
2022

## EXPEDITION INDUS Talk by Wajahat Malik

Wajahat Malik is the managing director at Eyebex Film and Chairman Pakistan International Mountain Film Festival (PIMFF). During his visit to the School of Art, Design & Architecture, he offered a stimulating conversation regarding the Expedition Indus - the first ever rafting expedition traversing the entire length of River Indus in Pakistan. A challenge that nobody had ever taken up before.

The audience watched an extended trailer of the documentary together with the man who led the expedition himself following a question and answer session. The students and faculty in the audience took this opportunity to have their curiosities addressed by the speaker on topics ranging from the contents of the documentary itself to more general questions regarding the art of documentary and filmmaking.

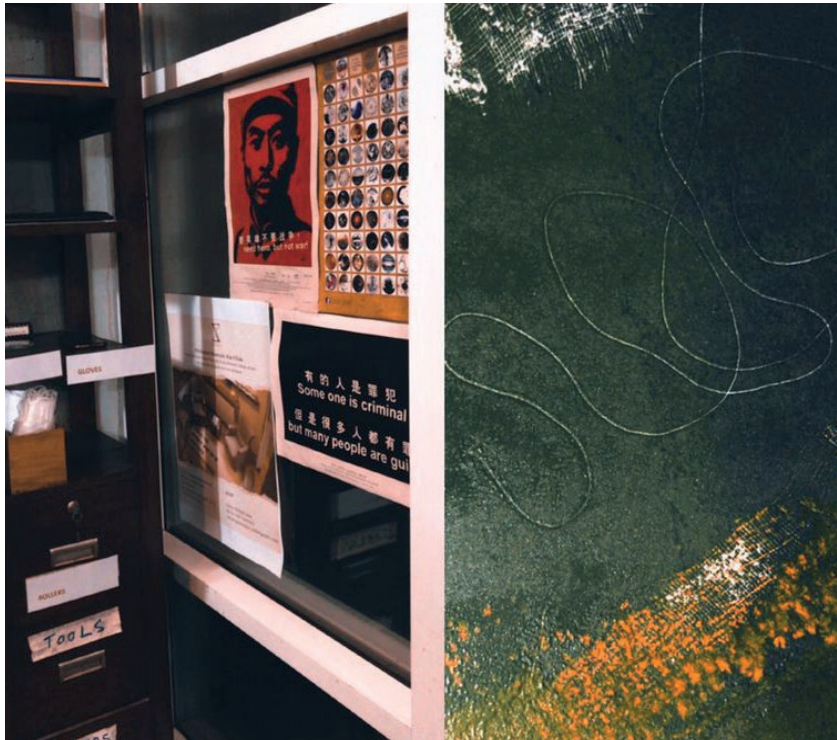


18<sup>TH</sup>  
OCT  
2022

PRINT MAKING WORKSHOP  
AT ZAIRA ZAKA STUDIO  
Industrial Visit & Workshop

Visit and workshop conducted for the Print Design II course offered as an elective to final year industrial design students. The School of Art, Design & Architecture offers various such electives across the years to facilitate the students' design understanding by exposing them to various niches of the design industry.

The aim of the workshop was to familiarize students with the environment of a print making workshop, learn from the experiences of the designer and to offer guided hands-on experience simultaneous to the workshop exercises conducted at the school's own print making workshop for the course.



At SADA, we believe that achievements outside of the academic cycle are a positive demonstration of the students' academic journeys. In this spirit, SADA has always encouraged its students and faculty to explore the potential of their work, knowledge and acquired skillset by participating in various competitions, exhibitions, research seminars, etc.

The SADA student body and faculty is furnished with high achievers that have actively pursued, with due support from the school, every opportunity which helps broadcast their authored works and bring recognition to the institute. SADA has been represented by its students and faculty on various platforms relating to academia, research and design as is proved by the substantial accolades received for student work over the years.

SADA has also continually contributed to the larger social good in the country by volunteering its expertise and intellectual resources to address local challenges such as the support given by the school for the flood relief initiatives taken by NUST and other government organizations. In addition to this, the school intends to expand its research output aided by the master's in architectural design program being initiated in the Fall of 2023.

The school celebrates the achievements that have brought such recognition to the institute and we strive to improve our facilitation of the industry and design research in the country through similar initiatives in the future.

ARCHITECTURE & INDUSTRIAL DESIGN  
CATALOG 2022



# PROTOTYPES FOR HUMANITY

Zain Rehan Khan | SADA Class of 2022

**Prototypes for Humanity** is a global platform that offers recognition to selected graduation projects that use creativity to address complex issues from around the world. The programme is open to all science, technology and creative university students around the world and receives applications by graduates in academic institutions across six continents, ranging from leading global universities to local colleges in emerging economies.

For the year 2022, graduates from about 100 countries applied for this show out of which the project of SADA student **Zain Rehan Khan** stood out in terms of the creative solution proposed, and reached the finals. Zain Rehan Khan will now be exhibiting his project - **The Squatlet** - at the exhibition hosted by Prototypes for Humanity in the health category. The project was undertaken by the student under the supervision of **Dr. Raja Mubashir Karim** - Asst. Prof/final year instructor at NUST-SADA.

The Squatlet is an ergonomically designed toilet supporting healthier posture. The traditional sitting posture when using toilets puts strain on the rectum, whilst squatting is difficult for the less agile. The Squatlet is a commode that caters to both the sitting and squatting postures. It has an adjustable footrest that changes the user's posture reducing strain on ankles and knees by centring the body weight over the seat. The main mechanism consists of hydraulic shock springs for the steady up and down movement of the footrest and thigh support to switch between postures.





## PARTICIPATION IN DAAD SUMMER WORKSHOP 2022

Eemaan Rashid & Hayidah Nadeem | SADA Class of 2024

The DAAD Summer workshop hosted by TU Dortmund University titled “Planning in Germany and Pakistan: Responding challenges of climate change through intercultural Dialogue” was held in Aug 2022 in Dortmund, Germany. The workshop constituted of multiple presentations and dialogues to discuss in detail the ongoing research projects authored by undergraduate and graduate students as well as PhD candidates that worked to combat climate change on varying scales, from material ecology to urban management. Two third year students from the NUST School of Art, Design & Architecture successfully participated in the proceedings of the workshop - Eemaan Rashid and Hayidah Nadeem.



TU Dortmund arranged for multiple guest speakers to present a wide variety of topics pertinent to the workshop, where the students engaged and subsequently presented their work and progress on themes of contextual preservation, environmental restoration, and socio-ecological amelioration. The workshop expanded the horizons in the niche of climate change as an issue with intercultural connotations and therefore, intercultural solutions in response to bolstered dialogue and research.



The workshop was borne of a collaboration between TU Dortmund University from Dortmund, Germany, and National University of Science and Technology, Lahore College for Women, and University of Engineering & Technology, Pakistan. The workshop yielded diversified global perspectives whilst providing the students with a wider exposure to the different challenges caused by climate change all over the world and subsequent specializations that have potential to impact the alarming statistics. In addendum to classroom learning, the workshop location as well as multiple visits to GI incorporated sites allowed primary exposure to an alternative urban fabric that is responsive to its social ecology.





# WORLD DESIGN ORGANISATION (WDO) MEMBERSHIP

## SADA Industrial Design Department

World Design Organization (WDO) is a globally recognized non-governmental organization that aims to promote and advance the discipline of industrial design and its power to enhance economic, social, cultural and environmental quality of life. Founded in 1957, WDO services over 180 member organizations around the world, engaging thousands of individual designers through our innovative programming and initiatives that champion 'design for a better world'.

The NUST School of Art, Design & Architecture recently joined the WDO as an educational member and became part of a worldwide network of over 180 member organizations and the industrial designers they represent. This membership greatly facilitates and strengthens the industrial design department at the school by bringing it into contact with an active network of engaged participants that are collectively executing and recognising innovative and cutting-edge work and research yielded by the global fraternity of industrial designers.

The membership entails participation from of SADA as a partner institute in numerous awards, events and activities hosted by the World Design Organization. These include - the WDO Impact Prize, LIV Hospitality Design Award, SIT Furniture Design Award, Built Design Award, etc.

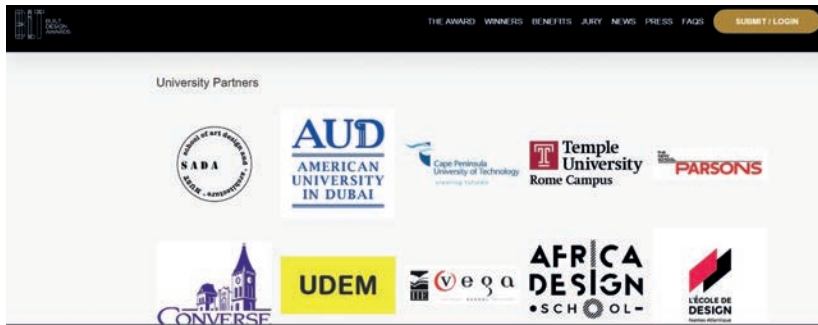
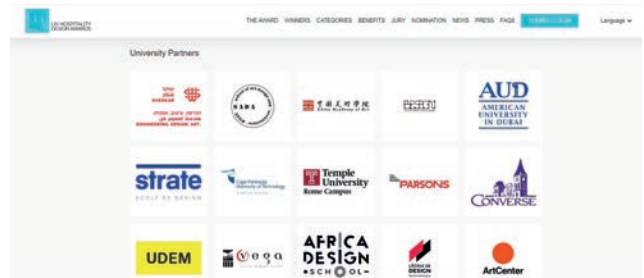
SIT FURNITURE DESIGN AWARD

AWARDS CATEGORIES WINNERS BENEFITS JURY NEWS PRESS FAQS [SUBMIT NOW](#) Language ▾



### School of Art Design and Architecture (SADA) at National University of Sciences and Technology

SADA was initiated through the launch of Bachelor of Architecture – a professional degree program. The first batch of architectural students was inducted in 2010 after intensive preparation with respect to curriculum development and faculty hiring. In 2013 the school introduced a Bachelor of Industrial Design program. Both program offer design-based learning, therefore making studio pedagogy an essence of these initiatives. Students are encouraged towards independent thinking, iterative design process and a holistic outcome.





# PROPOSAL FOR FLOOD AFFECTED COMMUNITIES

SADA Architecture Department

During a time of national crisis, the NUST School of Art, Design & Architecture volunteered its intellectual and practical skillset to contribute to the revival and uplifting of flood affected communities in the country.

SADA has been involved in development projects of multiple scales and the Department of Architecture is actively participating in flood relief activities at a national level by proposing design solutions and policies to the **National Flood Response Coordination Centre (NFRCC)**. The housing and community design proposal by SADA for low-income groups belonging to flood affected areas has been published by NFRCC as part of its document for NGOs to receive housing pledges.

The community rebuilding proposal developed by SADA-NUST is the cumulative effort of selected students, faculty and staff. The school looks forward to the potential realization of this proposal and to also utilising the school's physical and intellectual resources to further contribute to the rehabilitation of these communities in meaningful ways.





[01]

### CLIMATE RESPONSIVE DESIGN

Consideration for sun path and wind direction at the scale of the masterplan as well as each residential unit to utilize natural resources for passive heating, cooling, daylighting and thermal comfort.



[02]

### QUALITY LIFE FOR THE COMMUNITY

Centralized open spaces designed to encourage community engagement and interaction. Spaces for collective activities pave the way to collective action making for more resilient and empowered communities.



[03]

### COST-EFFECTIVENESS & RESOURCE MANAGEMENT

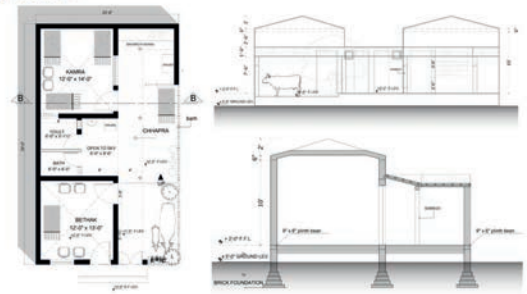
Utilizing locally sourced materials and vernacular skill and knowledge for reduced construction and logistic costs. Reducing operational costs through passive design mechanisms for thermal comfort.



[04]

### SITE SELECTION

Site selection and treatment such that the settlement is raised above the level of surrounding planes and roads to elevate from future flood water channels. Balancing hard and soft landscaping to manage water absorption and water run-off. Managing terrain to create favorable conditions for the community.



# SADA - NUST SCHOOL OF ART, DESIGN & ARCHITECTURE

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