



SADA
SCHOOL OF ART, DESIGN
& ARCHITECTURE, NUST



ECHOES IN FORM

CHAIRS OF MEMORY & MEANING

Product Catalogue

Spring 2025

Project supervisors:
Dr. Raja Mubashar Karim, Ms. Rabia Tahir, Mr. Shahzad Khan



TESTIMONIAL

Principal - SADA

“At SADA, we are proud to present the ‘Echoes in Form: Chairs of Memory & Meaning’ a design exhibition, showcasing the work of our Second-year Industrial Design students’. This exhibition of the prototypes is a testament to the exceptional work of our second-year Industrial Design students, who have crafted these designs with a unique blend of functionality and storytelling through form blending narratives and art/design movements. Guided by Dr. Raja Mubashar Karim, Mr. Shahzad Khan, and Ms. Rabia Tahir, this milestone is made possible with the Paksitan National Council of the Arts (PNCA) generous support. We thank them for the collaboration.”



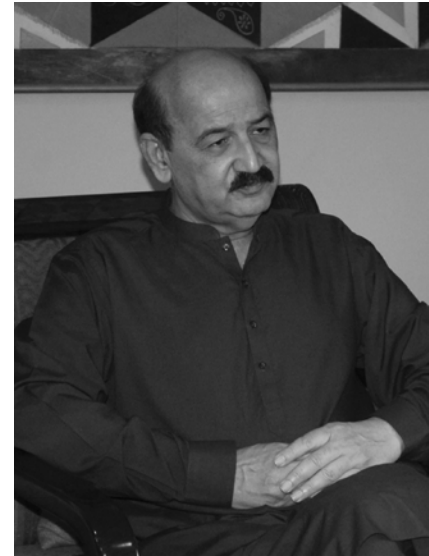
*May 18th 2025, Sunday,
Ar. Abdul Qayyum Khan,
Principal, School of Art, Design and Architecture (SADA), NUST*

TESTIMONIAL

Director General - PNCA

“We are proud to host the design exhibition ‘Echoes in Form: Chairs of Memory & Meaning,’ showcasing the remarkable work of the second-year Industrial Design students from the School of Art, Design, and Architecture (SADA), NUST. This thoughtfully curated display of 16 unique projects demonstrates the creativity and growing expertise of these emerging designers. Each chair combines personal narratives with art and design movements to create functional and meaningful pieces. This exhibition offers a valuable platform for students to connect with the creative community, and we are pleased to support an event that fosters dialogue and inspiration for future design professionals. Our sincere thanks to SADA for their vision and collaboration in making this event possible.”

*May 18th 2025, Sunday,
Mr. Muhammad Ayoub Jamali
Director General PNCA*



TESTIMONIAL

Dean - SADA

"It is my pleasure to present 'Echoes in Form: Chairs of Meaning,' a testament to the excellent talent and dedication of our second-year Industrial Design students at SADA. Under the expert guidance of our faculty, these students have successfully translated their creative visions into tangible prototypes, meticulously crafted in our state-of-the-art workshop. This exhibition marks a significant milestone for us, as we showcase our students' work in a national gallery for the first time, thanks to the generous support and collaboration extended by the Pakistan National Council of the Arts (PNCA). 'Echoes in Form' not only highlights the hard work and perseverance of our students but also underscores the importance of hands-on learning and innovative design education. I congratulate our students, faculty, and workshop staff for their tireless efforts, and confident that this exhibition will inspire and leave a lasting impression on all who attend."

*May 18th 2025, Sunday,
Ar. Safi Ullah
Dean, School of Art, Design and Architecture (SADA), NUST*



TESTIMONIAL

HoD - Industrial Design

“Echoes in Form: Chairs of Memory & Meaning” is a compelling exploration of how memory, narrative, and material converge through the language of design. The second-year Industrial Design students at SADA, NUST, under the thoughtful guidance of Dr. Mubasher Karim, Rabia Tahir, and Shahzad Khan, have transformed the humble chair into a vessel of introspection and cultural resonance. Drawing from diverse art and design movements, each piece functions not merely as furniture, but as a sculptural provocation – inviting reflection, dialogue, and emotional connection. This exhibition reaffirms the chair as more than utility; it is a spatial poem, a site of meaning, and a reflection of the human condition.”



*May 18th 2025, Sunday,
Mr. Rao Shahzaib Ali Khan*

HoD, Industrial Design, School of Art, Design and Architecture (SADA), NUST

OVERVIEW

Project Title: Echoes in Form: Chairs of Memory & Meaning

Project Duration: 08 weeks

Module: Form & Ergonomics using Wood & Wood Joinery as the material & technique.

The Exhibition showcased sixteen unique chair projects.

An academic project of the Second Year Industrial Design Studio, developed by the students of B.ID'23, Spring 2025, under the supervision of the faculty at the School of Art, Design and Architecture (SADA), National University of Sciences and Technology (NUST).

An exploration of form, through studying an art/design movement, aligning it with a unique narrative to design functional and aesthetically engaging chairs.



DESCRIPTION

In this project, the students explored how an everyday object, a chair, can be a memory, carry meaning, represent cultural identity or narrate a story, an experience. The students explored the forms with the lens of an art or design movement such as Art Deco, Vorticism, Futurism, Atomic style, Pop Art, Bauhaus, Post Modernism and Minimalism. They combined these learnings with their unique narrative of a personal story, an opinion or an observation in their daily lives.

Two pairs, studied the same movement resulting in two different unique pieces, resulting in 16 different chairs. The varied outcomes reflect the different perspectives of the students.

The module is a part of the Undergraduate curriculum of the Department of Industrial design, exploration of form with wood being the primary material. This year, students were encouraged to integrate secondary materials relevant to their chosen movement and concept.

This led to a rich exploration of using natural or engineered woods, from Sheesham, Tali, Bamboo, MDF, plywood being combined with fabrics, cushioning's, rattan and steel. Each chair used only wooden joinery techniques, using screws or fasteners scarcely, resulting in these sound forms.



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VANA

MINIMALISM

01

A quiet keeper of memories, shaped by light, stillness, and time.

Material: Kikar wood

Finishing: Wood stain and lacquer

Students:

Hajra Eman

Faareha Nazish

Project Supervisor:

Dr. Raja Mubashar Karim



STUHL

BAUHAUS

02

A chair that awakens space.

Material: Shisham (rosewood) and stainless steel

Finishing: Polish to elevate the natural look of shisham and polished stainless steel

Students:

M Usman Bin Imran
Rania A. Qureshi

Project Supervisor:

Ms. Rabia Tahir



AEVA

MINIMALISM

03

Where curves meet clarity - sculpted minimalism with a soul.

Material: Red Marandy wood

Finishing: Wood stain and lacquer

Students:

Lyba Tahir

Absa Wajid

Mariam Saeed

Project Supervisor:

Mr. Shahzad Khan



SHALOM

ATOMIC STYLE

04

Rooted in tradition, reaching toward the future, the chair blends craftsmanship with futuristic form.

Material: Kikar wood, Dye Cotton rope

Finishing: Laakdana and Polish

Students:

Khizar Mazhar

Mishal Fatima

Project Supervisor:

Ms. Rabia Tahir



THE MONARCH

ART DECO

05

*Strength in structure, grace in form.
This chair reflects the balance we
carry through life.*

Material: Solid patek (plywood)
Finishing: Shiny (Natural Golden
Laakdana and Polish)

Students:

Abubakar Shakeel Khan
Aimen Batool

Project Supervisor:

Dr. Raja Mubashar Karim



21

VORTICISM

06

*A rejection of traditional perception
this chair stands proud in its
refusal to conform.*

Material: Kikar wood

Finishing: Wood stain and lacquer

Students:

Hassan Mehmood

Karrar Khan

Project Supervisor:

Dr. Raja Mubashar Karim



DECO LUXE

ART DECO

07

A quiet conversation between Deco's bold roots and its sleek evolution.

Material: Kikar wood and MDF

Finishing: Laakdana and Polish

Students:

Adeena Raza

Zaid Sheikh

Project Supervisor:

Ms. Rabia Tahir



MOMENTUM

FUTURISM

08

A rejection of stillness. A refusal to stay behind.

Material: Plywood

Finishing: Laakdana and Tinted Wood Polish

Students:

Maha Hamid

Fatima Zafar

Project Supervisor:

Dr. Raja Mubashar Karim



POP STOP

POP ART

09

A twist of fun and function – this chair's got your back. Street furniture that doesn't just sit there – it speaks.

Material: Kikar wood and MDF

Finishing: Deco paint with smooth matte finish

Students:

Farwa Ahmed
Maheen Malik

Project Supervisor:

Mr. Shahzad Khan



TEELI

POP ART

10

“From forgotten to flamboyant.” The Teeli strikes a balance between utility and playful commentary.

Material: Plywood

Finishing: Tinted wood polish and smooth matte paint finish.

Students:

Emaan Zahra

Halima Shoaib

Project Supervisor:

Dr. Raja Mubashar Karim



THE LOST LOUNGE

POST MODERNISM

11

A paradox of presence without identity- a place to sit, yet space to disappear.

Material: MDF wood , plywood , foam cushion and velvet black fabric.

Finishing: Smooth matte paint finish.

Students:

Sheeza Shahzad

Maha Khan

Project Supervisor:

Ms. Rabia Tahir



LAARI ADDA

POST MODERNISM

12

Where the charm of a “peeri” collides with truck art, traditional forms shatter and childhood erupts in a riot of colors.

Material: Mdf, Taali wood, Stainless steel, Nylon rope , Foam

Finishing: Matte paint finish with hand painted truck art.

Students:

Hania Rizwan
Saleha Baig

Project Supervisor:

Dr. Raja Mubashar Karim



WAVELINE

VORTICISM

13

Crafted for conversations. A bench that embodies the dynamic energy of Vorticism, blending movement and stability to symbolize the coexistence of freedom and control.

Material: MDF

Finishing: Dark wood stain with smooth matte finish

Students:

Emaan Fatima
Syed Ali Jibran

Project Supervisor:

Mr, Shahzad Khan



TEAL TRON

ATOMIC STYLE

14

Approaching escapism through comfort to evoke nostalgia.

Material: Plywood, MDF, Foam Cushion and Textured Cushion Cloth

Finishing: Wood stain and lacquer

Students:

Arfah Irfan
Dania Rizwan

Project Supervisor:

Mr. Shahzad Khan



NOVA

FUTURISM

15

*Confidence in form, growth in design,
a reflection of transformation.*

Material: Uv Laminated MDF, Red Marandi

Finishing: Laakdana and tint and matte
varnish

Students:

Habiba Aftab

Zainab

Project Supervisor:

Ms. Rabia Tahir



BAMBUS

BAUHAUS

16

Relax, reconnect, and rediscover comfort.

Material: Recycled bamboo, metal pipes.

Finishing: Wood stain and lacquer and spray paint.

Students:

Noor ul Huda Chaudhary

Armin Shahid

Project Supervisor:

Mr. Shahzad Khan



PROJECT SUPERVISORS & EXHIBITION CURATORS



DR. RAJA
MUBASHAR
KARIM



MR.
SHAHZAD
KHAN



MS.
RABIA
TAHIR



GROUPSHOW BY

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Adeena Raza
Aimen Batool
Arfah Irfan
Armin Shahid
Dania Rizwan
Emaan Zahra
Emaan Fatima
Faareha Nazish
Farwa Ahmad
Fatima Zafar
Habiba Aftab
Hajra Eman
Halima Shoaib
Hania Rizwan
Hassan Mehmood
Karrar Khan
Khizar Mazhar
Lyba Tahir
Maha Binte Hamid
Maha Rehan Khan
Maheen Malik
Mariam Saeed
Mishal Fatima
Muhammad Abu Bakar Shakeel Khan
Muhammad Usman Bin Imran
Noor-Ul-Huda Chaudry
Rania Ahmed Qureshi
Saleha Fatima
Sheeza Shahzad
Syed Ali Jabran
Zaid Muhammad Sheikh
Zainab



Row 1 (left to right): Khizar Mazhar, Syed Ali Jibran, Hassan Mehmood, Adeena Raza, Lyba Tahir, Aimen Batool, Mr. Shahzad Khan, Dr. Raja Mubashar Karim, Ms. Rabia Tahir, Saleha Fatima, Maheen Malik, Farwa Ahmed, Maha Binte Hamid, Muhammad Abubakar Shakeel Khan, Muhammad Usman Bin Imran, Karrar Khan, Mr. Majid Khan.

Row 2 (left to right): Halima Shoaib, Emaan Fatima, Mariam Saeed, Mishal Fatima, Rania Ahmed Qureshi, Zainab, Faareha Nazish, Hania Rizwan.

Row 3 (left to right): Absa Wajid, Dania Rizwan, Emaan Zahra, Arfah Irfan, Sheeza Shahzad, Maha Rehan Khan, Armin Shahid, Hajra Eman.

CREDITS

CREDITS FOR GROUP SHOW (DESIGN EXHIBITION):

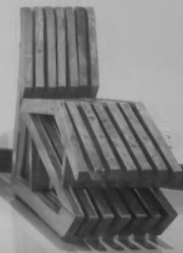
1. EXHIBITION SPACE DESIGNER : AR. SAFIULLAH KHAN
2. CURATED BY: DR. RAJA MUBASHAR KARIM, MR. SHAHZAD KHAN, MS. RABIA TAHIR

STUDENT SUPPORT TEAM:

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SCAN for Exhibition updates on the SADA Instagram Page

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