



# FDDI

## WEEKLY NEWSLETTER

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## Workshop on 'Leather Surface Texture Exploration' held by Pidilite Industries Limited at FDDI, Hyderabad campus

An in-depth workshop on 'Leather Surface Texture Exploration' for B.Des-Foundation Batch-2024, was held at FDDI, Hyderabad campus by Pidilite Industries Limited on 16<sup>th</sup> & 17<sup>th</sup> January 2025.



Workshop in progress

The workshop was organized with an objective to update the knowledge of the students on leather surface texture exploration process that involves multiple stages, including concept development, material selection etc.



Artistic outcome & creativity of students

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It also broadened their understanding and provided them an opportunity to acquire innovative ideas & techniques and one-to-one advice from the expert.

Ms. Sangeeta Alluri, Fevicryl Certified Professional, Expert Teacher from Pidilite Industries Limited conducted the workshop for the students and provided valuable tips for doing leather surface ornamentation that adds immense beauty and enhances the look of a product.

She briefed about the techniques for leather surface texture exploration which included dyeing, painting, tooling stamping, ornamentation and explained the ways of aesthetical appeal enhancement of leather surface using these techniques enabling the students to create leather products that meet customers' evolving needs.

### **Foundation batch students of FDDI, Kolkata campus visit 'Abid Interior 2025' Expo**

On 13<sup>th</sup> January 2025, the students of Foundation batch from FDDI, Kolkata campus visited the prestigious international architecture and interior design exhibition, 'Abid Interior 2025' which was held at Biswa Bangla Mela Prangan, Science City, Kolkata.

The event marked the 34th edition of Abid Interiors at the Milan Mela Exhibition Grounds, which took place from 10<sup>th</sup> to 13<sup>th</sup> January 2025.

The exhibition provided a comprehensive overview of home interior solutions, including décor, home furnishings, garden designs, architectural solutions, and more. It served as a platform for industry leaders to showcase the latest innovations in interior design and architecture.



Students at the Biswa Bangla Mela Prangan, Science City



Student being briefed about the latest range of interior products and world-class designs

During their visit, the students had the opportunity to explore various types of fabrics and textiles, gaining valuable insights into their application within interior design. They also made connections with



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elite companies and professionals in the field, which broadened their understanding of industry practices.

The visit proved to be an enriching learning experience for the students, offering them practical exposure to contemporary trends and materials used in interior design and architecture. This experience helped them enhance their knowledge and skills in the field, aligning with their academic curriculum and future professional aspirations.

This visit was an excellent opportunity for the students to engage with industry professionals and to learn directly from the cutting-edge developments in the field of interior design.

### Design Registration granted for 'Table Top Decorative Article' jointly to Faculty of FDDI, Hyderabad campus and others

Dr. Rambabu Muppidi, Design Faculty of FDDI School of Leather Goods & Accessories Design (LGAD) of FDDI, Hyderabad campus and two other persons jointly submitted their creative and innovative design of small wooden accessories goods title 'Table Top Decorative Article', to Indian Patent Office, Intellectual Property Building, and Kolkata, India for design protection.

Apart from Dr. Rambabu Muppidi, Mr. Sujeevan Kumar, Assistant Professor - Geetham University, and Dr. Thunga Yogesh Babu, PDF scholar at Eudoxia Research University, USA, have made significant contributions to the research study. With the support of Mr. Subhajit Saha, Head of Legal & IPR, Founder Resolute 4IP, the application was submitted on 24th October 2024.

Bearing Design Number: 433484-001, CBR Number: 218680, Class: 11 -02, the registration for this creative and innovative design was officially granted on 9<sup>th</sup> January 2025.



The design of tabletop artifacts was inspired by the Kondapalli toys elephant ambary diagram. The team design developed creative concepts and designed small wooden tabletop accessories tailored for the artisan community. The tradition of crafting Tellaponiki wood, known as white wood, is deeply rooted in the Krishna District of Andhra Pradesh, alongside the Nirmal crafts, Adhilabad from the Telangana region.

This research supports government efforts to document and study local crafts of Kondapalli and Nirmal crafts in Andhra Pradesh and

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Telangana, with the goal of engaging and inspiring students through ongoing exposure to local handicraft clusters, thus fostering opportunities for creative innovation and experimentation.

### Research paper presented by Faculty of FDDI, Noida during NISTI-IIT Delhi Conference

Representing FDDI, Mrs. Sweta Kumari, Senior Faculty at the School of Leather Goods and Accessories Design (LGAD) presented a research paper during the North India Section of the Textile Institute (NISTI) - IIT Delhi Conference.

The joint NISTI & IIT Delhi National Conference on "Sustainability in Textile & Clothing" was held on 14<sup>th</sup> December 2024 at Lecture Hall Complex, IIT Delhi with the aim for creating a dynamic forum for discussing this pressing issue at various levels— within the industry, through the lens of entrepreneurship, and across the entire supply chain.

Papers on emerging trends in fibers, fabrics, processes, fashion and post-consumer waste management with special reference to sustainability in textiles and clothing were presented during the conference.

Mrs. Sweta Kumari, presented her paper, "Sustainability Meets Performance: Designing Eco-Friendly Sports Shoes for Amateur Athletes," during the second technical session. The research highlighted the integration of sustainability with performance-driven footwear design, addressing the industry's growing need for eco-friendly practices.



Mrs. Sweta Kumari, Senior Faculty, LGAD, FDDI - Noida



Certificate of Participation