

I aspire to initiate and manage collaborative projects with education, research, design and tourism to safeguard Heritage and Arts space with sustainable income generation. Art for Wellness and Rehabilitation programs is one of the key interest areas for me.

To work for international projects that represent India to the world via Arts, Design & Culture would be an ideal professional situation for me. I provide consultation to international researchers, students & tourists for Indian Culture and Arts. My services include procuring Indian Arts & Crafts for International buyer, designing and production based on client's specification.

I believe that defined educational arrangements can sustain cultural diversity which would flourish the heritage arts on respective region.

PERSONAL PROFILE

Name: **Ms Avani Varia**

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Current PROFESSIONAL Positions

Freelance professional – Heritage Arts India: Research, Documentation, Design, Education, and Tourism.

Founding member and secretary of **aadhar** charitable trust; an organisation for revival of traditional Arts and Crafts of India - www.aadhar-india.org

ACADEMIC QUALIFICATIONS

Education

- MA Arts and Heritage Management, London Metropolitan University, London 2011
 - Dissertation research on practicing hand-weavers of London
- Certificate in Graphic Design, Varia Design Centre, Ahmedabad, India 1997
- Certificate in Fashion Design, Varia Design Centre, Ahmedabad, India 1997
- Diploma in Dress Making and Pattern Cutting from The British Institutes, Bombay, India 1995
- Certificate in Leather Work, Gujarat State Technical Examination Board, India 1994
- Certificate in Teachers' Training Course in Needle Crafts, Gujarat State Technical Examination Board, India 1991-1994
- Certificate in Women's and Children Garment Making, Gujarat State Technical Examination Board, India 1993
- Certificate in Embroidery & Fancy Work, Gujarat State Technical Examination Board, India 1992
- Higher Secondary - with core subject of Home Science with Clothing and Textiles, India 1993

Ongoing learning

- 'History, Science and Technology of Stone Beads', the International Stone Bead short term course cum workshop organised by The Indian Institute of Technology – Gandhinagar, India August 10-14, 2015
- 'Asmita Samvad' - International Symposium on Heritage Management organised by Centre for Heritage Management at Ahmedabad University, India April 18-20, 2012
- Tourist Guide Training Program, Gujarat Tourism at A.M.A. Ahmedabad, India 2010
- Video film production training, Women Aloud – Goa, India 2009
- Diploma in Sales, Ahmedabad Management Association (A.M.A.), India 2005
- Workshop for "Development of Supporting Staff and Workshop", A.M.A, India 2004
- 'Aagman- Listening to Craft", workshop organized by Srishti School of Art, Design and Technology, Bangalore, India 2002
- Book-Making Workshop with Ms. Marguerite French, Ahmedabad, India 2001
- Advanced Urdu Language Certificate, Gujarat Vidhyapith, Ahmedabad, India 2001
- Certificate in Web Publishing, C-DAC, Ahmedabad, India 2001
- Certified in Internet, email Services and Webpage Development, Directorate of Employment and Training, Ahmedabad, India 2001
- Basic Urdu Language Certificate, *Bhartiya Sanskar Dham*, Ahmedabad, India 1998
- Natural Dyeing, Painting and Printing Workshop with Mr. Toofan Rafai, an international acclaimed and National Award winning artist, India 1996

INTERPERSONAL SKILLS

- Efficient manager of International projects.
- Ability to work in international, multicultural environment
- Good organisational skills and the ability to manage own work load
- Ability to work as part of a team and independently
- Flexibility and willingness 'to get things done'.
- Ability to demonstrate a practical approach to problem solving.
- Ability to prioritise and to show initiative
- Self-motivated approach to managing routine tasks.
- Program / project designing and execution
- Partnership and budget management
- Networking and facilitation proficiency
- Aptitude to withstand stress, meet deadlines and perform in adverse conditions

KNOWLEDGE AND SKILLS

- Research and documentation
- Heritage art and craft processes
- Designing
- Teaching variety of subjects to different level and age group of students / participants
- Incorporating traditional Art and Craft skills for present-day market
- Languages – Gujarati, English, Hindi, Urdu, Marathi

IT SKILLS

- Microsoft Office programs
- Email and social networking sites for research, promotion and publicity
- SPSS for research analysis
- Coral-draw and Photoshop for graphics
- Movie Maker for video editing
- Flash & HTML languages
- Enterprise Resource Planning (ERP) program used for retail

LECTURE

Asmita Pravachan at Centre for Heritage Management (CHM), Ahmedabad University, India

10 July 2015

- Making Heritage Relevant - A journey from a fashion designer to heritage entrepreneur (my personal journey)

The Indian Institute of Technology – Gandhinagar (IIT-GN), India

August 2012

- Traditional Visual Narrative Arts of India

RESEARCH

Research assistant to Professor AYAKO IWATANI, Kyoto University Jan 2017

- Study of street vendors of *Devipujak* Community in Gujarat, India, to understand the cycle of rotation of goods i.e. old & used clothes and *bhangaar* etc.
- Understanding the extension of the businesses beyond this community to recognize the complete recycling & upcycling of the goods they deal with.
- Changes in public spaces i.e. *Ravivari* market, *bhadra* plaza, *Delhi darwaja* market in Ahmedabad.
- Day to day communication and translation related to the study
- Meetings with various organisation involved at policy level for street vendors in Ahmedabad

Study of "traditional bead work of Gujarat" for *aadhar*, India 2015- ongoing

- Study of history and changes in the bead work via literature, meeting experts and visiting museums.
- Documentation of traditional motifs and products
- Study of raw material resources, artisans, market linkages and existing products

Research assistant Gavin Parry, Manchester Metropolitan University April 2013

- A Silent Dialogue project - celebrating and documenting vibrancy and diversity of the rich street life culture is what Manchester-based artist photographer Mr Gavin Parry focused with the subject - the corner shopkeeper in *Dhal ni Pol*, Ahmedabad, India
- Research, translation & coordination related to the project

Research assistant to Professor AYAKO IWATANI, Hiroshima University Jan 2013

- Research on *Kaalbeliya* Community from Rajasthan, India
- Day to day communication and translation related to the study

Research assistant to Professor AYAKO IWATANI, Hiroshima University Nov-Dec 2012

- Research on street vendors of *Devipujak* Community in Gujarat, India
- Day to day communication and translation related to the study
- Meetings with various organisation involved at policy level for street vendors in Ahmedabad
- Translation of reviewed literature from Gujarati in English

Study of "Varia Potters of Gujarat" for *aadhar*, India 2009 - ongoing

- Mapping and understanding the existing situation of the Varia Community of Potters of Gujarat region in India
- The research and documentation has extended to various other traditional potters communities of India
- Sphere heading the project
- Photographic, video and audio data collection of about 300 potters of varia community and other practicing traditional potters

Research assistant to Professor AYAKO IWATANI, Hiroshima University 2009

- Research on *Devipujak* Community in Gujarat, India
- Interviews of individuals to understand their existing situation and occupations
- Interviews and meetings with individual experts and institutions to understand the issues and policy level interventions for various occupations that this community was involved in; which mainly consisted of street vending and old goods procurement and selling
- Day to day communication and translation related to the study

INTERNATIONAL CONFERENCE PRESENTATIONS | PUBLICATIONS

'Parampara' — a book on India's climate friendly and sustainable practices November 2015

Traditional water spaces "*Paniyaru*" of Gujarat, for the publication inaugurated at the India Pavilion at COP21 Summit in Paris, France

'Smart Peoples' magazine, India June 2015

Think Global Be Local - "Reviving Heritage Spaces in Gujarati Home"

'The Trellis', a publication by National Institute of Design, India Jan 2014

The Savarkundala project and beyond - a collaborative article

Pairings: Conversations, Collaborations, Materials May 2011

The Pairings Project at Manchester Metropolitan University was set up to explore the potential of collaborative creative practice. (Peer-reviewed presentations)

1. 'Savarkundala Project and Beyond' – paper presentation with Cindy Gould, Nita Thakore and Bhavin Kothari
2. 'The Vanishing Pottery of the Varia Potters' – independent participation; an audio-visual presentation and poster about the existing condition of the Varia Potters

TEACHING EXPERIENCE

Teaching has come naturally to me since I started my design studies. I have extensive experience teaching in various design schools, educational institutions, charities and craft organisations. I have a good command in teaching to different levels, i.e. children, design school students, professionals, adults, individuals and groups. Teaching basic skills for art & design foundation, fashion, craft and textile is my core competency, along with designing curriculum & tutorials, concept based design as per specification. In addition I mentor students for Traditional Indian Crafts specialising in Gujarat and Rajasthan regions of India.

Area of teaching expertise:

- Basic design
- Textile construction techniques (weaving, knitting, crochet, macramé, felting, beadwork etc)
- Surface ornamentation (resist dyeing, dip dyeing, embroidery and others)
- Traditional Indian hand embroidery techniques
- Hand spinning using different tools and fibres
- Specification sheet preparations for products
- Mentoring students / researchers for subject specific (culture and arts).
- Design and facilitation for workshops in association with artisans and craftspeople

Freelance tutor 2002 onwards

- Basic design – colour, composition, sketching
- Hand embroideries – basic, advance & creative
- Patchwork & appliqué
- Crochet – basic & product specific
- Knitting – basic & product specific
- 3D textile forms
- Handmade beads, buttons, tassels, pompom making
- Sewing and finishing
- Garment construction

Tantu Se Sutra (fiber to yarn) project by avni a social enterprise, India 2013 onwards

TRAINER

- Hand spun yarn making using Charkha – use different type of traditional spinning wheels
- Hand spun yarn making using Takli – use of traditional spindles

Sardar Vallabhbhai Patel Institute of Technology - Architecture Department (SVIT), India 2012

TRAINER

- Creative Textiles “colour and texture’ for foundation and first year students.

The Indian Institute of Technology – Gandhinagar (IIT-GN) , India 2012 - 2013

TRAINER

- Macramé workshop to foundation students, 2012
- Educational Textile Toys workshop to foundation students, 2013

Wigan and Leigh College, Ahmedabad Center, India Sept 2005 to Dec 2006

FACULTY / DEPARTMENT COORDINATOR

- Teach Basic Design Skills for Fashion and Graphics
- Coordinator for the Fashion and Graphic departments and all related events
- Mentoring undergraduate students in fashion and graphic design
- Liaising with the Delhi head office, staff and visiting faculties

SEWA (Self Employed Women Association), Ahmedabad, India May 2003

SKILL TRAINER

- Training for pattern cutting for garments to women affected by the riots
- Training of paper- product making to women affected by the riots

Bharat Vikas Parisad - NGO for children, Ahmedabad, India Aug 2003

SKILL TRAINER

- Hand embroidery and papier-mâché workshop for poor children

Sampark – not-for-profit organization, Bangalore, India 2002

SKILL TRAINER and PROGRAM MANAGER

- *Kasuti* - hand embroidery training along with design & market inputs to village women
- Training program in design and execution along with market exposure trip for the participants

National Institute of Fashion Technology (NIFT), Gandhinagar, India 2000 to 2001

VISITING LECTURER

- Specification sheets, technical drawings, basic textile and craft skills for Continuing Education Programs in Fashion Design and Apparel Production students

Varia Design Centre, Ahmedabad, India 1998 to 2000

TUTOR and DEPARTMENT COORDINATOR

- Basic Design, Fashion and Textiles skills
- Sketching, Drawing and Illustration techniques
- Management of the institute.

PROJECTS

- COVET by Namrata Patel, Studio, Baroda, India 2016 onwards
 DESIGN ASSOCIATE and EXECUTOR
- Design ideas for embellishments and surface ornamentation for garments and accessories
 - Sourcing of textiles and materials
 - Execution of finalised designs and accessories
 - Textile designing for hand block printing
- Ashram Living Experience, Satyagrah Ashram, Kochrab, Ahmedabad, India 2015 - 2016
 PROGRAM DIRECTOR and FACILITATOR
- Design, execution
 - Facilitation to the participants
 - Online promotion
 - Documentation and report making
- MEDIA for Artisans, initiative by aVni a social enterprise, India November 2014 onwards
 FOUNDER and SENIOR VISUALISER
- Project planning
 - Graphics and communication design
 - Online promotion
- Museums of Ahmedabad, initiative by aVni a social enterprise, India November 2013 onwards
 PROGRAM DIRECTOR
- Research and documentation of Museums
 - Graphic design related to the project
 - Networking and partnership raising for the program
 - Event & program execution.
 - Mentoring the interns
- Dhunni Singh Smriti Seva Samit, Raibareli, India Dec 2014
 CONSULTANT
- Study and analysis of Lucknow and Raebareli regions
 - Strategic direction planning for the organisation
- Maharaja Sawai Man Singh II Museum Trust, The City Palace, Jaipur, India March – Sept 2014
 PROGRAM MANAGER (Social outreach) at Princess Diya Kumari Foundation
- Designing sustainable initiative & livelihood opportunities
 - Research / revival & documentation of regional crafts
 - Manage website and social media related to the project
 - Day to day management of the organisation

Photography Exhibition - A Silent Dialogue by Gavin Perry Sept 2013
 ASSISTANT for EXHIBITION and PUBLICITY

- Association with this project is an extension of the research done by Mr Gavin Perry in April 2013 as a research assistant.
- Responsibilities for this project were to assist for executing the photography exhibition and manage local and online media publicity.

COTTON EXCHANGE Exhibition, MIRIAD - Manchester Metropolitan University March - April 2013
 ASSISTANT CURATOR and PROJECT COORDINATOR

- Project coordination and event management
- Project publicity locally and online
- Assisting curator, Mr Barney Hare Duke, to execute the show in an old closed mill in Ahmedabad

Design Innovation & Craft Resource Centre, Centre for Environmental Planning and Technology
University, Ahmedabad, India Dec 2012
 FACILITATOR

- Coordination and facilitation for the Space Making (Earth) Craft Workshop.

Shri Vivekanand Gramodyog Society (VGS) Mandvi, Kutch, Gujarat, India June 2012
 CRAFT CONSULTANT

- Profile of practicing potters from Gundiyari village
- Investigate the existing situation of practicing potters
- Preparation of proposal for possible interventions for development of potters

Made Her Think – Meredith Kanh (USA) 2008
 DESIGN EXECUTOR and PRODUCTION MANAGER

- Sampling based on the given product specification
- Identifying and sourcing raw material and artisans
- Execution of fashion accessory creation using one of the vanishing hand craft “Patwa work” of Gujarat, India
- Managing the export processes of the consignment

SEWA (self employed women association), Ahmedabad, India April to Aug 2004
 DESIGNER and DOCUMENTOR

- Documentation of wood blocks (for hand block printing) for reference to artisans, buyers and designer
- Design and documentation of ethnic garments and home linens blending different craft skills
- Facilitation between buyers and foreign visitors

International Centre for Indian Crafts at National Institute of Design, India Mar – Aug 2010
 ASSOCIATE DESIGNER, COORDINATOR and TRAINER

- Cluster development project - teach hand embroidery to women artisans in Savarkundala, Gujarat
- Introduce new hand stitches, skill development, and new product development
- Project coordination

KHAMIR - Craft Resource Center, Bhuj, Gujarat, India Jan 2007 to Feb 2009
DESIGNER and CONSULTANT

- Coordination of events, exhibitions, meetings and internal / day- to- day management
- Project planning, budgeting, implementation and documentation (traditional crafts)
- Designing and managing educational exchange - culture and craft - to various student age groups

Jadeblue – men’s specialty chain of stores, Ahmedabad, India Oct 2004 to Aug 2005
FLOOR MANAGER – formal department and bride groom department respectively

- Internal management for formal department and *Dulha* collection, consecutively
- Manage the daily routine (refilling, cleaning of the stock, display, internal communication, etc). of the department

Costume design and execution for drama ‘*Kabira Khada Bazaar Mei*’ by Prof Vrundavan Vaidya, Gujarat Collage, Ahmedabad, India 2010

Costume design and execution for drama “*ye kaunsa station hei*” by Prof Vrundavan Vaidya, Gujarat Collage, Ahmedabad, India 2005

Costume design and execution for drama organized by Alliance Franchise, Ahmedabad, India 2004

Coordinator for ‘*Kathni*’ a permanent exhibition at Venu Nidhi, Shreyas Foundation, Ahmedabad, India 2001

Trophy design for Trinity English School, Paldi, Ahmedabad, India 2001

Traditional Men’s wear design and execution for ‘Sabarmati Jain Sangh’, Ahmedabad, India 1999-2002

Children’s products design and prototype making for Toys ‘r’ Fun, Ahmedabad, India 1998-2000

Design and execution of range of outfits from varied embroidered fabrics for Arvind Mills, Ahmedabad, India 1997

EXHIBITIONS / SHOWS

- Director, Heritage Film Festival project by aadhar, India since 2012, ongoing
- Coordinator and representative of Kachchh Craft Artisans, INDIA NOW show in London 2007
- Project coordinator - “New Voices New Futures”– educational exhibition of textile art panels created by the traditional textile artisans of Kachchh based on the theme of “ Sustainability” 2007
- Exhibition of paintings based on the theme “SUN SIGNS”, at Darpana Academy, Usmanpura 2006
- Show designed and executed for Aadhar at Karnavati Art Gallery 2003
- Bag Design from waste/discarded material for “CleanUp the World 2002” program organized at Center for Environment Education, Ahmedabad 2002
- Designed, executed and donated educational books for The Clear Vision Book Library, London 2002
- Concept design and execution of hand embroidered painting inspired by Madhubani Painting style for the All India Embroidery contest, organized by Anchor India 2002
- Participated in Painting for Polio Eradication campaign organized by Ahmedabad Municipal Corporation and Reliance Group of Industries 1998-1999
- * Fashion & Graphics - Portfolio presentation at Contemporary Art Gallery, Ahmedabad 1997
- Group show with students of Varia Design Center at Hutheesing Visual Art Gallery 1996

WORK EXPERIENCE IN LONDON

The London Metropolitan University – LMBS, London, UK Oct 2011

- Visiting Lecturer - workshops on study skills, protocols of referencing, induction into studying in UK HE for Post Graduate International students

'Ganesha' – fair trade craft shop, London Oct 2011 - Jan 2012

- Shop management
- Day to day sales

The Asia House Fair – traditional and contemporary Arts of Asia April 2011

- Assistant to Joss Graham for product display and event execution.

British Ceramic Biennial April 2011

- Volunteer for 3 days at the stoke-on-Trent

The Women's Library 27 Nov 2011

- Volunteer assistant for the patchwork workshop

Crafts Club, by the Crafts Council of England 12 Feb 2011

- Volunteer to teach hand-knitting at WI Crafts Day at The Women's Library