

Name: Asma Faraz
Designation: Professor, Department of fashion design, Faculty of art and design

Qualification: Masters in Textile designing (National College Of Arts Lahore)
Masters in design marketing and management (Iqra University Karachi)

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Profile:

Asma Faraz, Professor / Head of the department faculty of art and design at MITE
Her 30-years of academic and industry experience as a head at various universities and textile industries have impressed upon her the importance of real-world skills and ideas in the classrooms.

Experience working at various Textile and fashion textile-specific textile software as a textile designer, Significant knowledge of historical art and textile influences, Remarkable ability to draw or paint in different styles and media, Love to work with materials, recycling, and Design intervention, Participated in various international exhibitions and work closely with international artists/stylists

She encourages her students to explore how design concepts in general are changing our sense of living and place and how they can be integrated into and ultimately benefit our environment.

Research Interest

- 3R (Reduce, Reuse and Recycle water)Brain Connectivity
- Recycling , B2T (Bottle(plastic) to Textile) , T2T (Textile to Textile)
- Eco-friendly /Green Products

Exhibitions:

2021: Fashion Show For Bonanza Satrangi

2020: Fashion Graduation show

2017: Expo Pakistan (emerging expo)

2017:

World Fashion (Malaysia) (https://www.youtube.com/watch?v=_TH4o4e9rv&t=61s)

2016: Texpo (Pakistan)

2015: IGEM Malaysia

2013: Expo Pakistan

2012-2013: group shows (interlaced structures)

1996-2009:Hiemtextile / Frankfurt (Participated as a first textile designer).

<https://pursuitist.com/heimtextil-launches-innovative-new-trends-in-interior-textile-design/>

2006: Dacosit - Brussels-as a textile designer.

2000-2003: Printed Textile Exhibition (Pakistan)

International E Conference 2021: on Nascent Drifts in Industry (NDI-2021)-2021, held 28 – 29 August 2021 online. Read a Paper on **“The impact of eco-friendly knowledge and attitude on green consumption values”**

Collaborative Project:

The University of Texas at Austin’s Butler School of Music,

Participating in a webinar on Sound and music, a cross-institutional collaboration with the University of Texas at Austin’s Butler School of Music, Dr. Sonia from UT Austin visited Pakistan

**Community
Involvement**

**Thar Research and Development Project, Mitthi/Nagar parker
Sindh-Pakistan 2012-2018.**

**Trained women artisans of Lyari and create linkages with
market.**

Conducted various design intervention workshop with artisans and trained them on value added good and design development for the cultural embroideries and other techniques.

Developed a bridge between artisans, industry and designers and create contemporary styles in indigenous way
