STUDENT SOCIETY ACTIVITIES

18
BOOK REVIEW

"We are all migrants through time"

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VOICE OF IOBM

MAY 2019
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As a new society, the Sustainable Living Society has done amazingly well. They commenced with the aim to create awareness and take necessary action to reduce the carbon footprint. Earlier this month they were invited to talk to students from various schools and colleges about their past and existing projects. Trees were planted alongside UNAP and SLS was bestowed with an honorary shield for their services.

Taking their legacy forward, the Literary and Public Speaking Society organized the Shah Jehan Karim Declamation Contest held on 24th October, 2018. Several students participated in the contest and made it a tough competition. The aim of the contest was to nurture the confidence of speakers as declamations allow them with a prospect of experiencing the power of proficiently crafted language, which not only proves to be in their own benefit but also for the audience.

IoBM is home to 16 societies. Each year, the societies compete with one another to make their signature event a huge success.
The Social Welfare and Trust Society is one of those societies that are famous for their philanthropic and humanitarian work. They recently arranged a Pink Ribbon Drive, held in the premises of the university. They conduct this drive annually to raise breast cancer awareness amongst students. Apart from that, they held their annual food drive on 28th October, 2018 where they distributed food to more than 300 needy citizens.

The Entertainment Plus Society is always involved in bringing something new to the university. Thus, this year they came up with one such event which has made rounds of cheers and hoots among the students; Voice of IOBM. It’s an inter-society singing competition and the final was held on the Fresher’s Night ‘18. The event was an initiative to provide aspiring singers in the university with a stage where they could showcase their talent.

Media Society started this semester by hosting the Media Track in the 3rd International Conference of Experiential Learning. The conference promoted the concept of experiential learning in classrooms and featured renowned international and national journalists and media persons like Mr. Craig Duff, Mr. Kamal Siddiqui, Mr. Zarrar Khurro and several other dignitaries from the news industry. The two-day event included speaker’s sessions and panel discussions. The Media Track ended with an exclusive photo and film exhibition.
I experienced an extreme sense of pride when I first heard that Pakistan’s Truck Art will be displayed at a fashion show in London. I got equally enraged at foreign designers claiming patterns like Ajrak to be the work of their creative mind.

Whenever asked about the cultural heritage of Pakistan, we’re quick to name the old architectural buildings like Badshahi Mosque, Mohatta palace, Shalimar Garden and other Mughal monuments, but what we forget is that art surpasses all such structural holdings.

Art has been an integral part of the subcontinents legacy, and after the partition its preservation became pivotal. We have seen great artists like Sadequain, Abdur Rahman Chugtai and Ismail Gulgee, who have played a crucial role in conserving Pakistani art. In the midst of a mundane routine and increasing urbanization it feels like the true essence or the true form of the art has been lost.

Studying in a business school, I went out on a hunt to explore the hidden artists in this corporate environment. To my surprise, a good chunk of students had the knack for painting, sketching, drawing and writing comics. While talking to a few, I discovered that life is not so rewarding for an amateur artist who struggles to quench the thirst which their aesthetic sense demands.

Let’s have a look at some of these amazing artists who are bound to woo you with their art!
Bilal Mustafa
Currently pursuing a degree in “Accounting and Finance” at IoBM, Bilal is a pencil sketch artist who started drawing at a very young age. As evident from his work, he now makes some of the most detailed form of sketches.

“Social media has definitely made it easier for us to showcase our work because exhibitions and galleries are not only uncommon but expensive in Pakistan. Often due to this we can’t showcase our work which we would love to do, this restricts artists from appreciating each others work– which is essential for their encouragement and feedback”

Faryal
Faryal is an artist who plays around with acrylics and produces beautiful pieces as an amateur artist.

On being asked why Pakistani art is so undermined, she replied

“It’s because Pakistani people don’t understand the essence and message which is hidden in the sketch produced by an artist”

Komal Khan
Komal is a student of BBA honors who loves to sketch in the hope of taking it up as a profession one day.

“People don’t take art seriously, they just consider it as a hobby, and things cannot go further if the talent remains undiscovered and unappreciated”

Shariq Manzoor
Pursuing an MBA degree from the Institute of Business Management, Shariq is an amateur artist who plays with paint, calligraphy and sketch.

About his struggle as an artist he says,

“Art school is extremely expensive and society’s unwillingness to accept art as a profession makes it even more difficult to acclaim recognition. But that did not stop me, I tried displaying my work in some galleries and even talked to some well-known artist, who initially promised to showcase my work apparently impressed by my pieces but when the time came no one facilitated me”

Muttal Rehman
Muttal Rehman, a Bachelor student at IoBM, who is a sketch artist and has amazed us with some of his work, left us awestruck. What gave strength and support to Muttal was an inherited artistic background from his paternal side.

“Art has been an integral part of the person I am today, for me art is an escape, it’s a way for me to express my emotions. I have been doing it professionally as well but my experience hasn’t been so well. People here easily find mistakes rather than appreciating the hard work. My sketches have been torn apart by some customers who for some reason didn’t find perfection in it”

Siraj Anwer
Currently studying BBA at IoBM, Siraj is someone who loves drawing cartoons and getting lost in the actions of his own created characters. He is also a “2x mega winner” in cartoon network’s hero up challenge.

While talking about the difficul-
ties faced by a cartoonist he said, "Firstly, there is a lack of facilities. Often I don’t get the type of pencils I would want to use in the local market. There are absolutely no places which teach the science behind cartoons, so I learned most of the things on my own. Lastly, the problem is that people never observe the details behind the artwork but just consider its facevalue."

Artists can strengthen the will and push people to act. Artists do not think like policymakers or scholars. Artists think from their heart – big, world-shattering and far-sighted ideas. This is why artists are able to move people to action, thus creates a significant cultural and political contributions.

Art around the world is a lucrative business unlike in countries like Pakistan where it isn’t paid much heed to.

To artists, recognition and acknowledgement are a source of energy, a medium for their flow of emotions and a bridge to their utopian land. So next time when you see an artist’s expression of work, make sure to empathize with it in order to understand the essence of it.

As Pablo Picasso once said, "Every child is an artist. The problem is how to remain an artist once we grow up."
“The general misconception that artists are people who do not have the intelligence or the ability to be something else couldn’t be further from the truth.”

Masooma Halai Khuwaja is a renowned name in the world of art. A graduate from the National College of Art in Lahore, Khuwaja has earned fame with her talent, not only locally but globally as well. Her work is inspired from daily life, local cultures and backgrounds, along with gender roles in the society. She recently got a chance to exhibit her work in China at a show, “In a different voice”.

We got the chance to have a conversation with her recently and thought of letting you in on the personal life of the immensely talented artist.

Q: - What does the term “Art” mean to you?
Art is a way of life. Art is present in most things actions, we may choose to accept it or ignore it.

Q: - Tell us a bit about your journey, who inspired you to be an artist?
I have artists in my family. Laila Shahzada and Mariam Saeedullah are both my mother’s aunts, but it was my parents who inspired me the most. My father was a businessman who had a passion for photography. He had a darkroom at home where he would spend most of his time experimenting and developing photographs. He also loved good music and listened to a wide variety of genres. My mother, on the other hand, is very good at embroidery and is an avid quilter. When you see your parents spending time in creative activities like such, the inborn artist in you is eventually stimulated and encouraged.
Q: - What other method of art would you like to explore other than self-reflectory?

Most art is self-reflectory because art reflects the way the artist feels, it echoes their thoughts and their lifestyles. Even if the topic chosen by the artist is something like current affairs or drawing inspiration from basic shapes, the current affairs they talk about will have something that they feel strongly about, similarly, the inspiration they draw from the shapes will be theirs.

What other genres of art I would like to explore other than 2D visual art? Well, I would like to explore all genres like sculpture, installation, video, performance etc.

Q: - How is your work different from the traditional art?

If by traditional art you mean painting, then the world of art has gone very far from just painting. In olden times painting was necessary as it was a means of recording history. When photography came in, painting as a means of recording was no longer needed. Art is now a medium of expression, so like all artists I look for ways and means to best portray my thoughts...very traditional I think.

Q: - What are the struggles of an artist in Pakistan?

In Pakistan artists are taken for granted. All other professions are paid for their time but when a new artist asks for remuneration for work other than paintings, like murals or installation or performance art, people are not willing to pay them. They think the exposure that the artist gets should be enough. The general misconception that artists are people who do not have the intelligence or the ability to be something else couldn’t be further from the truth.

Q: - How was the experience of showcasing your work at the show “In a different voice” in China?

It was a great experience. China was an unknown territory to me. I have exhibited my work in many countries but the scale of art promotion and appreciation in China is huge. There are huge sculptures all over Beijing. The museums are massive and have various contemporary art displays in addition to permanent collections.

It is no surprise that visiting artists feel overawed.

The curator of the show was the first PhD of fiber art in China and she had chosen the artworks after much research, yet her inclusiveness was humbling. All the artists were accorded a lot of respect. The show was attended by the movers and shakers of art in Beijing. I had exhibited three artworks, out of which one had already been chosen for the 10th Biennale of Fiber Art at the Tsinghua Museum. At the show, I was approached by a curator to display one of my works at a visual arts exhibition of European and Asian artists titled ‘The Silk Road’ to be held at the Gongwang Palace Museum. I was approached by another curator to display the third work at another biennale in China to be held in December, so basically I would say the experience in China was really great.

Q: - Tell us a bit about the “Karachi Biennale Trust”.

The Karachi Biennale Trust is a visionary platform that was formed by a group of 10 like-minded people, with the aim to place Karachi firmly on the map of world art. Another aim was to make art accessible for the people of the city by bringing it out of the gallery space and into public spaces and forums.

It intends to give Pakistani audiences a chance to see the works of famous local artists who usually display their works abroad. The Karachi Biennale Trust helps these artists to present their works on an international platform.

Q: - In what sense or how do you think Pakistani art has evolved?

Pakistani art is now firmly fixed on the map of world art. Our artists have won accolades and awards in the international art scene, so I think we have not only evolved but continue to evolve every day. From Imran Qureshi winning the Deutsche Bank Artist of the Year Award to Risham Syed winning the Abraaj Capital Art Prize, Pakistanis have won and continue to win many high level international awards like the Jameel Art Prize, The Prince Claus award etc. Other than that artists like Shahzia Sikander and Rashid
Rana are considered amongst the top artists of the world.

Q: - What was the feedback regarding your exhibition “Encounters of the Third Kind”?

Pakistani audiences still consider ‘Painting’ as art, so anything that veers away from that description takes time to appeal to the public. The work was appreciated by everyone who visited, yet quite a few people asked me if I would paint again (indicating that this wasn’t really art)

Q: - What measures do you think should be taken for the preservation of Pakistani art?

The PNCA should be pro-active and accessible to artists. They should help artists by arranging exhibitions, cross cultural exchanges, residencies, and mobility funding. Other than that, local arts councils should be de-politicized and heads should be selected by a general body consisting of all the artists in the city.

Q: - Any advice for the amateur artists.

There is no perfect situation - make the best of what you have. Read, read and read. Research the topics you are pursuing. Research makes your work more meaningful. Communicate and collaborate with other artists, this makes your practice grow.

consisting of all the artists in the city.

Q: - Any advice for the amateur artists.

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“The general misconception that artists are people who do not have the intelligence or the ability to be something else couldn’t be further from the truth.”
Photography itself is explained as an art of the wise. However for food photography, some people say that a culinary artist is not only presenting a dish in an innovative way, but also capturing it for the viewers in an aesthetically-pleasing manner.

As trends change, adolescents and adults are leaning towards blogging, photography and many other activities that could represent their social media as a platform to follow, and for people to command respect. Sanodia Abrar, a student of the Institute of Business Management shares her interests in food photography. Today she stands with more than 14,000 followers who admire her work profoundly.

When asked about the motivation behind her food blogs, Abrar says: “The Spaghetti Blog was originally just a food photography blog that I started after I realized how much I liked taking photos of food. I never expected it to become this big. And then, people started asking me for reviews and recipes of the food I photographed; so I guess it then became a proper food blog.”

Sanodia also promotes many like her who love fusion, by sharing a story behind one of her infamous mixtures and how people perceived them. She said: “Most of the things I make are probably inedible for other people. For example, anything with disastrous amounts of chili and pickle are good for me. My favorite is a Cheesy Potato recipe that people somehow seem to love.”

When talking about struggles and compositions she added that “the one who photographs food items to be specific, endeavors the most”. Assenting with her statement Abrar confessed, “You never get to enjoy food like a normal person because you always find good angles to photograph it in. Sometimes I spend well over 30 minutes taking a shot before I can sit down and eat. And sometimes I have to stop several times while I am eating, to capture something unique. Yet I am loving it.”

Lastly, the most essential artefacts are the instructions given by a professional, to which Sanodia said, “Aesthetics are your best friend! Never judge the food in one bite.” From a student to another student, “one apprentice’s journey may be a starting point for someone else’s dream”.

IoBM Student Magazine brings you tips and tricks to become a food photographer at home:

**Shoot in natural daylight**

Light is the natural provenance for taking incomparable still life photos. Artificial lighting tends to cast shadows of its own undertone, be it white or yellow. Built-in undertone tends to ruin the natural colours that you may find while evaluating these photos.

**Use indistinct background**

When shooting a food photograph, the background is imperative. If the background is disorganized or flamboyant, the viewer’s responsiveness will be absent from the food. Using a fairly neutral background allows you to place maximum prominence on the food. A plain background does not mean that it has to be ordinary; it should supplement the subject rather than overpower it.

**Color contrast is important**

Food photography gives you the chance to experiment with colours, as it has a huge influence on its arrangement, and it can affect the overall appearance of the subject.

The warm earthy hues create a pleasant framework, evoking relief and calmness. Using dissimilar colors in a set-up tends to have contrary results. It creates a vivacious, effectual and compelling facade that prompts the viewer’s feelings in an unlikely manner.

**Breathing Space: a must for your subject**

While framing food photos, assess some breathing space around the dish so that it doesn’t fill the frame completely. Some close-up shots of food can look exquisite and negative space often creates a more delightful arrangement.

**Enhance the Composition:**

The subject, food and the background are all crucial components, but to make your photos more fascinating, one should attempt enhancing the set-up with some minor items. A great alternative is to include some of the dry components used when cooking the food. Adding interest to the composition, this also aids to generate a pictorial recipe for your photograph. Spices typically look good as an adornment.

Sanodia assures you that these tips would help you present a photograph with an impeccable composition like no other.
EXIT WEST: MAGICAL IN A VERY REAL WORLD

SHEBA SULTAN (FACULTY)

There are books to drown oneself in, there are books to devour, and then there is Mohsin Hamid’s Exit West - a story that does both to the reader, leaving the person gasping for air, before coming out with a heightened sense of understanding, along with a deep seated fear about the unpredictability of life. The realness of the human state is depicted through the lives of the two main characters, the various ‘appearing characters’ and the sagacious voice of a mysterious narrator.

War is real. It can happen to people like you and me and it can grope, assault, and kill when it is in full control. Militants can take over the city and not let a lemon tree survive. Yet, while windows can be shuttered, there are doors which can open and lead to a life in ‘new lands’. The lemon tree will fade, but after decades the cafeteria will open for business again. These are a vast array of symbols in Exit West that succeed in shaking up the very insides of the reader.

Exit West showcases the build-up of several new aspects of Hamid’s personality as an author. The story, while focusing on Nadia and Saeed, as well as his father to some degree, contains a range of characters, mostly unnamed, yet significant for their short, memorable appearances throughout the story. Also, quite shockingly, the reader is not informed of the name or exact location of the city of first residence of the protagonists. This unnamed city is the main setting of the story, the place where the action of influence takes place, and it seems that by keeping the city unnamed, Hamid takes up the true role of the writer as the foreseer, predicting that whatever happened in Nadia and Saeed’s unnamed city, can very much happen to the city of the reader.

Exit West is a heavy text with language that is lyrical yet elaborate, depicting life as being devoid of humor and sensuality. Despite the voice of Saeed’s father, with all its experience and wisdom reiterating the main factor of human resilience, the major choice humanity has ensconced in the oft-repeated words “Let us hope”, the story never for a moment lets us forget that life is serious business – its elements such as food, sex, work, leisure, all are serious and diminishable. “Man can be turned to meat” within minutes and children can play ball with the severed head of an adult. This is life, and this is also war with all its horrors, as Exit West demonstrates. And yet there is cause for hope, says Hamid through Saeed’s father, who although transforms into ‘the old man’ at the imminent departure of Nadia and Saeed, continues to replenish their lives with his deep parental love. There is hope in the deep love that both of them feel for one another and there is hope in the natural way of things as the story ends in the very place it began, the unnamed city which though scarred and marred by the militant invasion, shows signs of revival and thus sparks hope in the heart.
Have you ever imagined how colorless life would be without music? The joy music brings to people who have a knack for singing is a feeling unexplainable. A recent event, The Voice of IoBM, a singing competition organized by the Entertainment Plus Society, gained popularity amongst the students of the university. Among the several people who participated, there were four participants who managed to reach the final round. Here's what they have to say about their experience:

**Ali Mobashir - WINNER**

“I started singing when I was seven years old. An event called “Sur Sangeet” was the game changer for my singing career, where after reaching the finals, I lost. I was among those performers who would stand stiff and dare not look anywhere other than the mic.

The day I lost, I cried. Not because I lost, but because my parents were there to see me perform and I thought I had failed them. The defeat struck me so hard that I stopped singing for a while. However, what helped me regain my confidence was my music teacher in grade seven. The man encouraged me to perform on stage after being in the choir for a while.

During my high school days I won the “Obhartay Sitaray” award twice consecutively. However, with Voice of IoBM, it wasn’t even in my wildest dreams that I would win the competition.

Voice of IoBM has changed my life forever. I met people here who appreciated my style of singing. This platform gave me a lot of recognition and helped me regain my confidence in the talent I have been gifted.”

**Mahnoor Aslam- RUNNER UP**

“I have been singing since my early college days. However, Voice of IoBM is the platform that instilled confidence in me. Competing against some of the best voices of IoBM, I never thought I would emerge as a Runner Up. I vividly remember one of my teachers telling me that I would go places with the voice I have. I never believed it at that time. However, Voice of IoBM has reinstated my faith in singing and has turned out to be the first milestone for me in a long journey ahead.”
Abdul Moiz - 2ND
RUNNER UP

“My experience at the Voice of IoBM is now a lifetime memory for me. During the journey from the auditions to the finale, I met some amazing people with whom I share mutual love and respect now. Who knew IoBM would have such talented singers? The best part though is that I got to perform with those amazingly talented people!

Voice of IoBM enabled me to learn more about myself and my talent. I have learned new practice techniques regarding singing. I learned a lot of new concepts of music, thanks to my fellow participants and the judges. I learnt the difference between performing for an audience and performing for the judges. The experience was unique and unexplainable.

Throughout the competition, winning the prize was never my intention, winning hearts was. I wanted to express myself through my music and eventually succeeded in doing so. I’m happy to mention that I ended up inspiring several people through my singing. To sum it up, I would encourage everyone to be a part of this competition if it happens in future.”

Ramsha Ejaz - 3RD
RUNNER UP

“It all began on the day I was forced by my friends to participate in the Voice of IoBM. The popularity of the competition went far and wide, and everybody wanted me to be a part of it.

My excitement grew as well and soon I was among the top four final contestants. I was ecstatic and grateful at the same time. The jamming sessions we had, the chit chats while waiting for our turn, and the competitive spirit. Now that I look back, I realize how much I miss it. I had a wonderful time with all the singers; memories that I made will stay with me forever. Voice of IoBM was not just a competition for me, it was a journey for me that would stay with me forever. After all, the journey is always better than the destination.”

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