

1st International Conference of Creative Arts 2024 (ICCA); 100 YEARS OF LAHORE CINEMA

6th to 8th Dec. 2024

(Tentative Program and Selected Titles)

INTERNATIONAL SPEAKERS

1. 'Sustainable Filmmaking & Photography in a Tricky Age'
Prof. Lei Cox (UK)
2. Around & About: An Exploration of My Continued Fascination with the 360 Degree Panoramic Image
Prof. Chris Meigh-Andrews (UK)
3. Storytelling in New Bollywood: Locating the film 'universes' in Hindi mainstream film production
Prof. Gauri D Chakraborty (India)
4. Pain, Loss, Anger, and Nostalgia: Deciphering Partition through the Lens of Indian Bengali Cinema
Dr. Sunayan Bhattacharjee (India)
5. A review of Iranian cinema
Maria Mavati (Iran)
6. Highbrow Dialogues in Screenplays to Build Characterization
Javed Siddiqui (India)
7. Mumbai to Lahore, a journey through verse and music, with Punjabi Sufi mystic poets
Radhika Sood Nayak
8. Documentary Films: Today and Tomorrow
Amir ul Arham (Bengali-French Filmmaker)
9. Moviemaking with Smartphone
Vishal Bhardwaj
10. The French Dispatch and Visual Postmodernity in Architecture: Wes Anderson's Recreation of Tati's and Godard's Postmodern Moment in Architecture
Rajitha Rupasinghe & Nishan Wijetunga
11. Effect of Augmented Reality on Cognitive Load of Architecture Learning
DW Kasun Gayantha, T Chandrasekera, MNR Wijetunge, UI Perera

NATIONAL SPEAKERS

1. Urdu Poetry; Aaj bazar mein pa bajolan chalo by Faiz
Arshad Mahmud
2. *Kabuli Pulao*: Haji Mushtaq is a Plain White Canvas and Barbeena Painted Colors onto Him
Zafar Miraj
3. The Story of STREAMING: Pakistani Side
Saji Gull
4. The Immersive and the Innovative Experiences
Kaif Ghaznavi
5. Visual and Cultural Representation in the Contemporary Pakistani Music: Critical discourse analysis of video song *Dil Kee Khair* (2019)
Dr. Suriyya Choudhary
6. Revival of 'Cinema industry' with affordable tickets
Jamal Shah
7. Trends of Pakistani Films: An Analytical Study of Restoration of Cinema
Dr. Fouzia Naz
8. "Architectural Narratives in Cinematic Perspective: A Comparative Analysis of Pakistani and Iranian Cinema
Dr. Shariyeh Hosseininasab (Iran)
9. Song Music In Lahore's Punjabi Cinema – The Populist Tradition
Aasim Akhtar
10. Sindhi Film Industry: History and Future Challenges
Dr. Riaz Shaikh
Prof/Dean, Faculty of Social Sciences and Education SZABIST University, Karachi
11. "Fashion in Film: The Symbiotic Relationship between Pakistani Cinema and Style"
Professor Asma Faraz
12. Reminiscence of Romance: Lahore Cinemas 1944-49.
Dr. Shaukat Mahmood

PANEL DISCUSSIONS

1. The Golden Period (*Pahli si Mohabat*)

1. Mr. Nadeem Baig (Actor)
2. Ms. Babara Sharif
3. Mr. Nasir Adeeb
4. Mr. Shan Shahid
5. Mr. Shahzad Rafique
6. Mr. Sarmad Khoosat
7. Mr. Khawaja Najam Ul Hasan
8. Prof. Dr. Ahmad Bilal

2. Script and Market (*Main Tenu Samjhawa Ki*)

1. Mr. Syed Noor
2. Mr. Sajjad Gul
3. Ms. Sangeeta
4. Parvaiz Kaleem
5. Prof. Shahnawaz Zaidi
6. Prof. Salima Hashmi
7. Prof. R. M. Naeem
8. Shazel Noor

3. The Art Scene (*Akaily Na Jana*)

1. Prof. Dr. Rahat Naveed
2. Prof. Dr. Murtaza Jafri
3. Ms. Fatima Anjary, Szabist
4. Prof. Dr. Samina Naseem
5. Prof. Rana Rashid
6. Prof. Dr. Rukhsana David
7. Prof. Asrar Chishti
8. Dr. Asna Mubashara

4. Searching for New Forms (*Sahilo ki Hawa*)

1. Mr. Farjad Nabi
2. Mr. Shani
3. Mr. Saad Hameed
4. Mr. Nadeem Wahid
5. Mr. MHM
6. Mr. Ali Aslam
7. Ms. Aysha A. Bilal

5. Theatre of Lahore (*Shikwa na Kar*)

8. Mr. Khalid Abbas Dar
9. Mr. Shahid Nadeem
10. Mr. Usman Pirzada
11. Mr. Tahir Sarwar Mir
12. Mr. Amir Nawaz
13. Mr. Zulfiqar Zulfi
14. Dr. Salman Bhati

PAPER SESSIONS

A UNIQUE SCREEN (*Zindagi Tamasha Bani*)

Session Chair: Prof. Dr. Mahboob Hussain

Co-Chair: Prof. Dr. Ahmad Bilal

1. Shaping Cultural Identity through Public Diplomacy: A Comparative Study of 'Parwaaz Hai Junoon' in Pakistan and China
James (Xing Xuanyu), Prof. Dr Mehboob Hussain
2. The French Dispatch and Visual Postmodernity in Architecture: Wes Anderson's Recreation of Tati's and Godard's Postmodern Moment in Architecture
By Rajitha Rupasinghe and Nishan Wijetunga (co-author)
3. Searching for a Unique Screen
Prof. Dr. Ahmad Bilal

ESTABLISHED CINEMA (*Mujhay Tum Kabhi bhi Bhula Na sako Gey*)

Session Chair: Dr. Shahzaib

Co-Chair: Sarosh Tariq

4. Cinema in Lahore
By Iqra Ashraf
5. Socio-Cultural, economic and cinematic content in Punjabi cinema cult classic: 'Maula Jatt'
By Amna Anwaar Khan
6. Firdous Begum; the "Heer" of Lolly Wood
By Sarosh Tariq
7. Revolutionizing the Silver Screen: A Comparative Analysis of the Representation of Women in Lahore Cinemas from the Early 19th Century to 2024
By Iqra Chaudhry

8. Role of the Tawaifs in the Development of Cinema in South Asia (With Special reference to Pakistan)
By Saud-ul-Hassan Khan Rohilla
9. Thematic Evolution in Lollywood: A Study of Social Issues in '*Rahguzar*'
By Dr. Chaman Hussain, Amna Latif

ART FORMS AND AESTHETICS (*Chandni Ratain*)

Session Chair: Prof. Dr. Samina Nasim

Co-Chair: Dr. Zafar Javed

10. An Evaluative Study of Idea of Movement-image in Deleuze's Film Theory
By Mr. Rogar Anwar & Faiza Kanwal
11. Beyond the Pieta: Exploring Despair in Global Artistic Expression
By Sana Arsalan
12. Art Films
By Mahnoor Imtiaz
13. Image of Buraq in Islamic Art: Fact or Fantasy
By Afshan Mehmood
14. From Moghul Miniature to Truck Art: A Study in Visual Continuity in the Motif of Bird
By Sophia Mairaj Malik
15. Art and Design as Catalysts for Sustainability in the Fashion and Textile Supply Chain
By Dr. Zafar Javed
16. Attaining Sustainability in Textiles Using Old Methods
By Madiha Zulfiqar

EMERGENT CINEMA (*Nawa Aya Aye Sohnya*)

Session Chair: Prof. Dr. Ahmad Bilal

Co-Chair: Ms. Nomana Masood

17. The Socio-Cultural Identities of Local Films and Reception on Global Platforms
By Nomana Masood

18. Veiled Visions: Gender, Identity, and Society in South Asian Cinema
By **Izza Bajwa**
19. Drama-Like Structure of Contemporary Pakistani Films: Advantage or Disadvantage
By **Heyyaa Fatmah**
20. Bol: A Social Commentary on Stigmatic Norms
By **Sadia Qutub Hashmi**
21. An exploration of Symbolism and Artistry in Pakistani film “Kamli”
By **Farah Ahmad**
22. Contemporary Cinema and Experiential Immediacy
By **Shahpara Salim**
23. Describing Cultural Value to Children Through Animated Film in Pakistani Cinema
By **Iqra Fahad**
24. Visual Metaphors Defining Social Issues in Burka Avenger (TV Series 2013-2016)
By **Syeda Arooj Zehra Rizvi**

DIGITAL TECHNOLOGY AND CREATIVE INDUSTRIES

(Gulo ma rang Bharay)

Session Chair: Dr. Asna Mubashara

Co-Chair: Aysha Malik

25. Effect of Augmented Reality on Cognitive Load of Architecture Learning
By **DW Kasun Gayantha (Online From Srilanka), T Chandrasekera, MNR Wijetunge, WUU Perera, Malthi Rajapaksha**
26. Evolutionary Aspects of Digital Technology and Its Impacts on Creative Practices
By **Aqeel Abbas, Malgorzata Kaczmarska and Alia Hadi Ali**
27. A study of evolution in display surfaces with respect to anthropometry, technology and popular media
By **Ahmed Shahzad**
28. Instant Entertainment: Tracking the course of short-form videos among the netizens of Punjab, Pakistan
By **Rabail Qureshi**

29. Effect of modern-day textiles and fashion on cultural identity
By Rabia Shaukat & Ms. Aafia Ahmad
30. Photography and Filmmaking; Sustainability in Art
By Fariha Rashid
31. Analyzing the Impact of AI on the Global Textile and Fashion Industry: A Literature Review
By Hira Gul
32. Audio-Visual Data in the Service of Research
Aysha Malik, Dr. Asna Mubashara

MEDIA AND SOCIETY (*Tery Naal Ma Laiya Akhiya*)

Session Chair: Prof. Dr. Lubna Zaheer

Co-Chair: Dr. Lubna Akram

33. An analysis of adaptation methods; a case study of Alif
By Rubaisha Abbasi
34. The Partition of India through the Lens of Cinema - Exploring 'Pinjar' and 'Silent Water'
By Dr. Lubna Akram
35. Pakistani drama on the path to address taboo subjects
By Shahzeb Ahmad Shah
36. Art, Cinema and Society: Changing Trends
By Sana Amjad
37. Meme Culture
By Iqra Yousaf
38. Influence of Social Media on Fashion Industry.
By Iqra Anis
39. The Transformation of Visual Arts and Art Education in the Digital Age, in Pakistan
By Syed Shaheryar Shah

40. The Art of Self-Care - Unveiling Therapeutic Potential with Organic and Food Synthesis
By **Dr. Asmarah Ahmad and Amna Butt**

VISUAL ARTS AND ADVERTISING DESIGN (*Saday Wal Tak Sajna*)

Session Chair: Dr. Sohail Riaz
Co-Chair: Dr. Farjood Rizvi

41. Pakistani Film posters of 1970s and 1980s: A Reflection of socio-political power dynamics
By **Nadia Zafar**
42. Artifacts of Cinema: Exploring Pakistan Film Posters as Cultural Heritage as a Collector
By **Syed Hassan Hadi**
43. Film posters: Manual and digital, a comparison
By **Ayesha Latif**
44. Pakistani Film Posters
By **Asifa Dogar**
45. Advertisements: the main focus of Pakistani Animation Industry
By **Nitasha Waseem**
46. A Descriptive analysis of the art of Pakistan Cinema Billboards and their sensibility of cultural subjectivity
By **Dr. Umaira Hussain Khan**
47. Analyzing the Impact of Geometric and Minimalistic Style of Bauhaus on Pakistani Visual Communication Design
By **Ahmed Faraz**

LAHORE AND ITS CULTURAL SPACE (*Tanga Lahore da howay ty Pawain Jhang Da*)

Session Chair: Prof. Dr. Rukhsana David

Co-Chair: Dr. Anila Zulfiqar

48. Cinematic Dialogue and Social Influence in Lahore

By Anila Zulfiqar

49. Urban space in contemporary painting in the context of Lahore. Work of Ajaz Anwar

By Muhammad Ali

50. Historical Significance of Abbott Road as a Hub of Media Technology in Lahore

By Mamoona Rahim

51. Theatre in Lahore

By Sana Batool Naqvi

52. Decolonizing Museum Narratives: Challenging Eurocentric Gaze by Amplifying Marginalized Voices

By Samavia Zia

53. The Significance of Crafts in Pakistan's Film Industry in Lahore

By Muhammad Shahid Anjum

54. Legal challenges to cultural preservation of Lahore, Basant a case study

By Muhammad Tauseef

MUSIC AND POETRY (*Ranjish hi Sahi*)

Session Chair: Prof. Dr. Shazia Mukhtar

Co-Chair: Israr Chishti

55. Echoes of Place: Unveiling Myth and Folklore in Pakistani Songs, and Poetry

By Adnan Mairaj Malik

56. Deconstructing Spirituality; A Visual Exploration of Rumi's Poetry

By Aleena Khan

57. Entanglements with Colonial Nostalgia in South Asian Art and Advertising

By Zohreen Murtaza

58. Creating a Storybook and Application featuring Use of Sign Language for Deaf Children in Lahore, Pakistan.

By Fahad Zakir

59. A study of digital transformations in portraying daily wagers through Studio Practice and Faiz Ahmed Faiz Poetry

By Saira Bano

60. Artist as a Broken Person

By Fajar Sandhu

61. Film Music of Pakistan

By Israr Chishti

Note: If you have submitted an abstract, but your name is missing in the final program, kindly email us at icca@pu.edu.pk

Please also inform through email, if you find any error or a spelling mistake