

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

27<sup>th</sup> & 29<sup>th</sup> Jan. 2025

By the Department of Graphic Design (DGD), CAD, University of the Punjab  
**(Tentative Program and Selected Titles)**

## **INTERNATIONAL SPEAKERS**

1. Around & About: An Exploration of My Continued Fascination with the 360 Degree Panoramic Image  
**Prof. Chris Meigh-Andrews (UK)**
2. Photography without Pictures  
**Ms. Jean Baird (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. Highbrow Dialogues in Screenplays to Build Characterization  
**Javed Siddiqui (India)**
6. Mumbai to Lahore, a journey through verse and music, with Punjabi Sufi mystic poets  
**Radhika Sood Nayak**
7. Documentary Films: Today and Tomorrow  
**Amir ul Arham (Bengali-French Filmmaker)**
8. Lahore Mode of Production? An Argument about the Cinema of the Subcontinent  
**Ashish Rajadhyaksha (India)**
9. The French Dispatch and Visual Postmodernity in Architecture: Wes Anderson's Recreation of Tati's and Godard's Postmodern Moment in Architecture  
**Rajitha Rupasinghe & M.N.R. Wijetunge (Sri Lanka)**
10. Effect of Augmented Reality on Cognitive Load of Architecture Learning  
**M.N.R. Wijetunge, DW Kasun Gayantha, T Chandrasekera, UI Perera and Malthi Rajapaksha (Sri Lanka)**

**Note: It is just a tentative plan, to check if amendments are needed.**

## **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. Nostalgia of Cinema  
**Sarmad Khoosat**
4. The Story of STREAMING: Pakistani Side  
**Saji Gull**
5. The Immersive and the Innovative Experiences  
**Kaif Ghaznavi**
6. Visual and Cultural Representation in the Contemporary Pakistani Music: Critical discourse analysis of video song *Dil Kee Khair* (2019)  
**Dr. Suriyya Choudhary**
7. Revival of ‘Cinema industry’ with affordable tickets  
**Jamal Shah**
8. Trends of Pakistani Films: An Analytical Study of Restoration of Cinema  
**Dr. Fouzia Naz (Karachi)**
9. "Architectural Narratives in Cinematic Perspective: A Comparative Analysis of Pakistani and Iranian Cinema  
**Dr. Shariyeh Hosseininasab (Iran-Pakistan)**
10. Song Music In Lahore’s Punjabi Cinema – The Populist Tradition  
**Aasim Akhtar**
11. Sindhi Film Industry: History and Future Challenges  
**Dr. Riaz Shaikh**  
Prof/Dean, Faculty of Social Sciences and Education SZABIST University
12. Fashion in Film: The Symbiotic Relationship between Pakistani Cinema and Style  
**Professor Asma Faraz (Karachi)**
13. Reminiscence of Romance: Lahore Cinemas 1944-49.  
**Prof. Dr. Shaukat Mahmood**

## PANEL DISCUSSIONS

### 1. The Golden Period (*Pahli si Mohabat*) پہلی سی محبت Day 1 (2.00-3.30)

1. Mr. Shan Shahid
2. Mr. Sajjad Gul
3. Mr. Nadeem Baig (Actor)
4. Ms. Babara Sharif
5. Mr. Sarmad Khoosat
6. Mr. Shahzad Rafique
7. Mr. Zafar Miraj
8. Prof. Dr. Ahmad Bilal (Moderator)
9. Mr. Syed Noor (Concluding Keynote)

### 2. The Art Scene (*Akaily Na Jana*) اکیلے نہ جانا Day 2 (11.30-1.00)

1. Prof. Chris Meigh Andrews
2. Prof. Dr. Rahat Naveed
3. Mr. Qudus Mirza
4. Mr. Saji Gul
5. Ms. Fatima Anjary, Szabist
6. Prof. Dr. Rukhsana David
7. Prof. Israr Chishti
8. Prof. R. M. Naeem
9. Ms. Nirmal Bano (Moderator)
10. Mr. Jamal Shah (Concluding Keynote)



**5. Searching for New Forms (*Sahilo ki Hawa*) سہیلوں کی ہوا Day 3 (12:00-1:30)**

10. Ms. Jean Baird
11. Mr. Shani
12. Mr. Saad Hameed
13. Mr. Nadeem Wahid
14. Mr. Asad Rizvi
15. Mr. Rashid Khawaja
16. Dr. Sharia
17. Dr. Riaz Shaikh
18. Ms. Aysha A. Bilal (Moderator)
19. Prof. Rana Rashid (Concluding Keynote)

# PAPER SESSIONS

## **Session 1: A UNIQUE SCREEN (*Way Sab to Sohneya...*)**

*Day1- VI (3.30-5.00)*

Session Chair: Prof. Dr. Mahboob Hussain

Co-Chair: Prof. Dr. Nusra Inayat

Lahore Mode of Production? An Argument about the Cinema of the Subcontinent  
Ashish Rajadhyaksha (Keynote- Online - India)

The Story of STREAMING: Pakistani Side  
(Saji Gull- Keynote)

1. 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 M.N.R. Wijetunge (Online- S.L.)
2. Shaping Cultural Identity through Public Diplomacy: A Comparative Study of 'Parwaaz Hai Junoon' in Pakistan and China  
James (Xing Xuanyu), Prof. Dr. Mehboob Hussain
3. Trends of Pakistani Films: An Analytical Study of Restoration of Cinema  
Dr. Fouzia Naz (Karachi)
4. From Script to Screen: Netflix Submission Journey in Pakistan  
By Iram Syaed
5. Video Art; A Story of Cinema  
By Sarmed Cheema
6. Searching for a Unique Screen  
By Prof. Dr. Ahmad Bilal

## **Session 2: ESTABLISHED CINEMA (*Bhula Na sako Gey*)**

*Day1- V2 (LT) (3.30-5.00)*

Session Chair: Dr. Kanwal Khalid

Co-Chair: Mr. Qazi Akhyar

7. Cinema in Lahore  
By Iqra Ashraf
8. Socio-Cultural, economic and cinematic content in Punjabi cinema cult classic:  
'Maula Jatt'  
By Amna Anwaar Khan
9. Firdous Begum; the "Heer" of Lolly Wood  
By Sarosh Tariq
10. 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
11. Role of the Tawaifs in the Development of Cinema in South Asia (With Special  
reference to Pakistan)  
By Saud-ul-Hassan Khan Rohilla
12. Thematic Evolution in Lollywood: A Study of Social Issues in 'Rahguzar'  
By Dr. Chaman Hussain, Amna Latif
13. Loud, Proud, and Ubiquitous; the Linguistic Defiance of 'Oye' in Punjabi Cinema  
By Samia Shahzad

### **Session 3: ART FORMS AND AESTHETICS (*Chandni Ratain*)**

**چاندنی راتیں** – Day1- V3 (Ph) (3.30-5.00)

Session Chair: Dr. Riaz Shaikh

Co-Chair: Dr. Masooma

Sindhi Film Industry: History and Future Challenges

**Dr. Riaz Shaikh (Keynote)**

14. An Evaluative Study of Idea of Movement-image in Deleuze's Film Theory  
By Mr. Rogar Anwar & Faiza Kanwal
15. Beyond the Pieta: Exploring Despair in Global Artistic Expression  
By Sana Yousaf

16. Art Films  
By **Mahnoor Imtiaz**
17. Image of Buraq in Islamic Art: Fact or Fantasy  
By **Afshan Mehmood**
18. From Moghul Miniature to Truck Art: A Study in Visual Continuity in the Motif of Bird  
By **Sophia Mairaj Malik**
19. Art and Design as Catalysts for Sustainability in the Fashion and Textile Supply Chain  
By **Dr. Zafar Javed**
20. Attaining Sustainability in Textiles Using Old Methods  
By **Madiha Zulfiqar**

## **Session 4: EMERGENT CINEMA (*Nawa Aya Aye Sohnya*)**

*Day2- VI (10.00-11.30)*

Session Chair: Prof. Dr. Amra Raza

Co-Chair: Dr. Shahzaib Khan

Storytelling in New Bollywood: Locating the film ‘universes’ in Hindi mainstream film production

**Prof. Gauri D Chakraborty (Online-Keynote-India)**

Pain, Loss, Anger, and Nostalgia: Deciphering Partition through the Lens of Indian Bengali Cinema

**Dr. Sunayan Bhattacharjee (Online-Keynote- India)**

21. The Socio-Cultural Identities of Local Films and Reception on Global Platforms  
By **Nomana Masood**
22. Veiled Visions: Gender, Identity, and Society in South Asian Cinema  
By **Izza Bajwa**
23. Drama-Like Structure of Contemporary Pakistani Films: Advantage or Disadvantage  
By **Heyyaa Fatmah**
24. Bol: A Social Commentary on Stigmatic Norms  
By **Sadia Qutub Hashmi**
25. An exploration of Symbolism and Artistry in Pakistani film “Kamli”  
By **Farah Ahmad**
26. Contemporary Cinema and Experiential Immediacy  
By **Shahpara Salim**

## **Session 5: DIGITAL TECHNOLOGY AND CREATIVE INDUSTRIES**

*(Gulo ma Rang Bharay) گلوں میں رنگ بھرے - Day2- V2 (LT) (10.00-11.30)*

Session Chair: Dr. Suraya Chaudhary

Co-Chair: Dr. Saima Khan

The Immersive and the Innovative Experiences  
Kaif Ghaznavi (Key-Note)

27. Effect of Augmented Reality on Cognitive Load of Architecture Learning  
By M.N.R. Wijetunge, DW Kasun Gayantha (Online From Srilanka), T Chandrasekera, UI Perera, and Malthi Rajapaksha (Online)
28. Evolutionary Aspects of Digital Technology and Its Impacts on Creative Practices  
By Aqeel Abbas, Malgorzata Kaczmarska and Alia Hadi Ali
29. A study of evolution in display surfaces with respect to anthropometry, technology and popular media  
By Ahmed Shahzad
30. Instant Entertainment: Tracking the course of short-form videos among the netizens of Punjab, Pakistan  
By Rabail Qureshi
31. Effect of modern-day textiles and fashion on cultural identity  
By Rabia Shaukat & Ms. Aafia Ahmad
32. Art and Sustainability: The Pakistani Artists Perspective  
By Fariha Rashid
33. Analyzing the Impact of AI on the Global Textile and Fashion Industry  
By Hira Gul
34. Audio-Visual Data in the Service of Research  
By Aysha Malik, Dr. Asna Mubashara
35. AI Potential in Advertising  
By Nimra Akram

36. Describing Cultural Value to Children Through Animated Film in Pakistani Cinema  
By **Iqra Fahad**
37. Visual Metaphors Defining Social Issues in Burka Avenger (TV Series 2013-2016)  
By **Syeda Arooj Zehra Rizvi**
38. Animation to live action, an insightful reasoning  
By: **Rabia Ashraf**

## **Session 6: MEDIA AND SOCIETY (*Tery Naal Ma Laiya Akhiya*)**

*Day2- V3 (Ph) (10.00-11.30)*

Session Chair: Prof. Dr. Lubna Zaheer

Co-Chair: Dr. Yasmin Ahmed

Architectural Narratives in Cinematic Perspective: A Comparative Analysis of Pakistani and Iranian Cinema

**Dr. Shariyeh Hosseininasab (Keynote- Iran-Pakistan)**

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

46. The Art of Self-Care - Unveiling Therapeutic Potential with Organic and Food Synthesis

By **Dr. Asmarah Ahmad and Amna Butt**

47. Constructing Cultural Identity through the lens of the Burden of Civilization: Malala Yousafzai's Interviews and Sharmeen Chinoy's Documentaries

By **Dr. Saima Khan**

## **Session 7: VISUAL ARTS AND ADVERTISING DESIGN (*Saday***

***Wal Tak Sajna*) – Day2- VI (3.30-5.00)**

**Session Chair: Dr. Sohail Riaz**

Co-Chair: Dr. Fatima Anjary

Highbrow Dialogues in Screenplays to Build Characterization

Javed Siddiqui (Keynote-India)

48. Fashion in Film: The Symbiotic Relationship between Pakistani Cinema and Style  
Professor Asma Faraz (Karachi)

49. Pakistani Film posters of 1970s and 1980s: A Reflection of socio-political power dynamics

By **Nadia Zafar**

50. Artifacts of Cinema: Exploring Pakistan Film Posters as Cultural Heritage as a Collector

By **Syed Hassan Hadi**

51. Film posters: Manual and digital, a comparison

By **Ayesha Latif**

52. Pakistani Film Posters

By **Asifa Dogar**

53. Advertisements: the main focus of Pakistani Animation Industry

By **Nitasha Waseem**

54. A Descriptive analysis of the art of Pakistan Cinema Billboards and their sensibility of cultural subjectivity

**By Dr. Umaira Hussain Khan**

55. Analyzing the Impact of Geometric and Minimalistic Style of Bauhaus on Pakistani Visual Communication Design  
**By Ahmed Faraz**

**Session 8: LAHORE AND ITS CULTURAL SPACE (*Tanga Lahore da howay ty*) – Day2- V2 (LT) (3.30-5.00)**

**Session Chair: Prof. Dr. Najma Najam**

**Co-Chair: Mr. Tauseef**

**Reminiscence of Romance: Lahore Cinemas 1944-49  
Prof. Dr. Shaukat Mahmood (Keynote)**

56. Cinematic Dialogue and Social Influence in Lahore  
**By Anila Zulfiqar**
57. Urban space in contemporary painting in the context of Lahore. Work of Ajaz Anwar  
**By Muhammad Ali**
58. Historical Significance of Abbott Road as a Hub of Media Technology in Lahore  
**By Mamoonah Rahim**
59. Theatre in Lahore  
**By Sana Batool Naqvi**
60. Decolonizing Museum Narratives: Challenging Eurocentric Gaze by Amplifying Marginalized Voices  
**By Samavia Zia**
61. The Significance of Crafts in Pakistan's Film Industry in Lahore  
**By Muhammad Shahid Anjum**
62. Legal challenges to cultural preservation of Lahore, Basant a case study  
**By Muhammad Tauseef**

## **Session 9: MUSIC AND POETRY (*Ranjish hi Sahi*)**

*Day 3- V3 (Ph) (3.30-5.00)*

**Session Chair: Prof. Dr. Shazia Mukhtar**

**Co-Chair: Dr. Sadia Kamran**

63. Song Music In Lahore's Punjabi Cinema – The Populist Tradition  
**Aasim Akhtar (Key Note)**

64. Echoes of Place: Unveiling Myth and Folklore in Pakistani Songs, and Poetry  
**By Adnan Mairaj Malik**

65. Deconstructing Spirituality; A Visual Exploration of Rumi's Poetry  
**By Aleena Khan**

66. Entanglements with Colonial Nostalgia in South Asian Art and Advertising  
**By Zohreen Murtaza**

67. Creating a Storybook and Application featuring Use of Sign Language for Deaf Children in Lahore, Pakistan.  
**By Fahad Zakir**

68. A study of digital transformations in portraying daily wagers through Studio Practice and Faiz Ahmed Faiz Poetry  
**By Saira Bano**

69. Artist as a Broken Person  
**By Fajar Sandhu**

70. Punjabi Orchestration in the Compositions of Tafu Khan  
**By Usman Rana**

71. Music in the Cinema of Pakistan  
**By Arshad Khokhar**

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

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

## **Workshops**

(Each workshop needs an exclusive registration)

### **1. An Introduction to Video Art: Histories, Techniques, Strategies and Approaches**

**Prof. Chris Meigh-Andrews (UK)**

### **2. Talking (about) Pictures**

**Jean Baird (UK)**

### **3. Mastering Cinematic Communication: The Language of Production Tools**

**Guddu Shani (Pakistan)**

### **4. Semiotics in Advertising**

**Ms. Fatima Anjary, Szabist (Pakistan)**

### **5. A Photo-walk in Walled City**

**M.H.M.**

## **Film Screenings**

1. Documentary Films: Today and Tomorrow  
**Amir ul Arham (Bengali-French Filmmaker)**
2. 88 Years of Evernew Studios  
**Sarmad Cheema**
3. Screening of the Selected Films  
**Sarmad Cheema, Usman Rana**

## **Cultural Evenings**

- Mime Performances
- Music Performances