

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

27th & 29th Jan. 2025

By the Department of Graphic Design (DGD), CAD, University of the Punjab
(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. We Do Not Have Bodies, We Are Bodies
Ms. Elaine Shemilt (UK)
3. Highbrow Dialogues in Screenplays to Build Characterization
Javed Siddiqui (India)
4. Storytelling in New Bollywood: Locating the Film ‘Universes’ in Hindi Mainstream Film Production
Prof. Gauri D Chakraborty (India)
5. Pain, Loss, Anger, and Nostalgia: Deciphering Partition Through the Lens of Indian Bengali Cinema
Dr. Sunayan Bhattacharjee (India)
6. Mumbai to Lahore, a Journey Through Verse and Music, with Punjabi Sufi Mystic Poets
Radhika Sood Nayak (India)
7. Documentary Films: Today and Tomorrow
Amir ul Arham (Bengali-French Filmmaker)
8. 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)
9. 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- USA)
10. A Lahore mode of Production? An Argument About the Cinema of the Subcontinent
Ashish Rajadhyaksha (India)
11. 100 Years of Filmmaking
Christine White

NATIONAL SPEAKERS

1. Urdu Poetry; *Aaj Bazar Mein Pa Bajolan Chalo* by Faiz
Arshad Mahmud
2. The Story of Streaming: Pakistani Side
Saji Gull
3. The Needs of Time
Shani
4. Song Music In Lahore's Punjabi Cinema – The Populist Tradition
Aasim Akhtar
5. Visual and Cultural Representation in the Contemporary Pakistani Music: Video Song Dil Kee Khair (2019)
Dr. Suriyya Choudhary
6. "Architectural Narratives in Cinematic Perspective: Comparison of Pakistani & Iranian Cinema
Dr. Shariyeh Hosseininasab (Iran-Pakistan)
7. Un-silencing Resistance and Decoloniality in Lahore and Early Pakistan Cinema
Salman Asif
8. Sindhi Film Industry: History and Future Challenges
Dr. Riaz Shaikh
Prof/Dean, Faculty of Social Sciences and Education SZABIST University
9. Reminiscence of Romance: Lahore Cinemas 1944-49.
Prof. Dr. Shaukat Mahmood
10. Creative Practice as a Method of Research
Prof. Dr. Ahmad Bilal

DISCUSSIONS

1. The Golden Period (*Pahli si Mohabat*) پہلی سی محبت Day 1 (2.00-3.00)

1. Mr. Shan Shahid
2. Mr. Sajjad Gul
3. Ms. Babara Sharif
4. Mr. Sarmad Khoosat
5. Mr. Shahzad Rafique
6. Mr. Mustafa Afridi
7. Ms. Neelam Bashir
8. Mr. Haez Tahir
9. Mr. Noor ul Hasan
10. Mr. Asghar Nadeem Ayed
11. Prof. Dr. Ahmad Bilal (Moderator)
12. Mr. Syed Noor (Conclusion)

2. The Art Scene (*Akaily Na Jana*) اکیلی نہ جانا Day 2 (12.00-1.00)

1. Prof. Chris Meigh Andrews
2. Prof. Dr. Rahat Naveed
3. Mr. Quddus 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 (Conclusion)

3. Music and Poetry (*Wanjli Walarya*)---ونجلى والثرىا--- Day 2 (3.30-6.00)

13. Prof. Shahnawaz Zaidi
14. Radhika Sood Nayak
15. Prof. Israr Chishti
16. Mr. Asim Akhtar
17. Mr. Rake
18. Ms. Suraya Ch.
19. Mr. Khawaja Najam Ul Hasan
20. Mr. Tahir Sarwar Mir
21. Mr. Usman Rana (Moderator)
22. Mr. Arshad Mahmood (Conclusion)

4. Theatre of Lahore (*Shikwa na Kar*) شكوه نه كر Day 3 (11.00-12.30)

1. Mr. Shahid Nadeem
2. Mr. Usman Pirzada
3. Mr. Sohail Ahmed
4. Mr. Zulfiqar Zulfi
5. Mr. Noor Ul Hasan
6. Dr. Salman Bhatti
7. Mr. Qaiser
8. Mr. Amir Nawaz (Moderator)
9. Mr. Khalid Abbas Dar (Conclusion)

5. Searching for New Forms (*Sahilo ki Hawa*) ساڃوون کي ٻوا Day 3 (2:00-3:00)

10. Ms. Elaine Shemilt (UK)
11. Mr. Shani
12. Mr. Saad Hameed
13. Mr. Nadeem Wahid
14. MHM
15. Mr. Khizer Riaz
16. Mr. Rashid Khawaja
17. Dr. Sharia Hussaini
18. Dr. Riaz Shaikh
19. Ms. Aysha A. Bilal (Moderator)
20. Prof. Rana Rashid (Conclusion)

PAPER SESSIONS

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

Day1- Venue 1 (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. 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. From Script to Screen: Netflix Submission Journey in Pakistan
By Iram Syaed
3. Video Art - Cinematic Catastrophe
By Sarmed Cheema
4. Resilient Identities in Global Media: A Semiotic Analysis of LGBTQ Representation and Empowerment in Netflix Narratives
By Uswa Naeem, Dr. Moneeba Iftikhar

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

Day1- Venue 2 (LT) (3.30-5.00)

Session Chair: Dr. Kanwal Khalid

Co-Chair: Dr. Wajeaha Raza

5. Content Analysis of Punjabi Cinema Classic: 'Maula Jatt'
By Amna Anwaar Khan

6. Cinema in Lahore
By **Iqra Ashraf**
7. Revolutionizing the Silver Screen: The Representation of Women in Lahore Cinema
By **Iqra Chaudhry**
8. Role of the Tawaifs in the Development of Cinema in 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**
10. Firdous Begum; the “Heer” of Lolly Wood
By **Sarosh Tariq**
11. Loud, Proud, and Ubiquitous; the Linguistic Defiance of 'Oye' in Punjabi Cinema
By **Samia Shahzad**

Session 3: ART FORMS AND AESTHETICS

(Taroo say Karain Batain... تاروں سے کریں باتیں)– Day1- Venue3 (S.H.) (3.30-5.00)

Session Chair: Prof. Dr. Murtaza Jafri (Principal NCA)

Co-Chair: Dr. Masooma Abbas

Sindhi Film Industry: History and Future Challenges

Dr. Riaz Shaikh (Keynote)

12. An Evaluative Study of Idea of Movement-image in Deleuze’s Film Theory
By **Mr. Rogar Anwar & Faiza Kanwal**
13. Beyond the Pieta: Exploring Despair in Global Artistic Expression
By **Sana Yousaf**
14. Art Films
By **Mahnoor Imtiaz**
15. Art and Design as Catalysts for Sustainability in the Fashion and Textile Supply Chain
By **Dr. Zafar Javed**
16. Image of Buraq in Islamic Art: Fact or Fantasy

By Afshan Mehmood

17. Attaining Sustainability in Textiles Using Old Methods

By Madiha Zulfiqar

18. From Moghul Miniature to Truck Art: A Study in Visual Continuity in the Motif of Bird

By Sophia Mairaj Malik

Session 4: EMERGENT CINEMA

(Nawa Aya Aye Sohnya) نواں آیاں اے سوہنیا

Day2- Venue 1 (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)

19. The Socio-Cultural Identities of Local Films within the Global Framework

By Nomana Masood

20. Veiled Visions: Gender, Identity, and Society in South Asian Cinema

By Izza Bajwa

21. An exploration of Symbolism and Artistry in Pakistani film “Kamli”

By Farah Ahmad

22. Bol: A Social Commentary on Stigmatic Norms

By Sadia Qutub Hashmi

23. Drama-Like Structure of Contemporary Pakistani Films: Advantage or Disadvantage

By Heyyaa Fatmah

24. Contemporary Cinema and Experiential Immediacy

By Shahpara Salim

Session 5: DIGITAL TECHNOLOGY AND CREATIVE INDUSTRIES

(Gulo ma Rang Bharay) گلوں میں رنگ بھرے - Day2- Venue 2 (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)

25. Instant Entertainment: Tracking the course of short-form videos among the netizens of Punjab, Pakistan
By Rabail Qureshi
26. Display Surfaces with Respect to Anthropometry & Popular Media
By Ahmed Shahzad
27. Traces of Visuality: Impact of Digital Technology on Creative Practice
By Aqeel Abbas, Alia Hadi Ali
28. Effect of modern-day textiles and fashion on cultural identity
By Rabia Shaukat & Ms. Aafia Ahmad
29. Umro Ayyar: A Reluctant Tale of Our Heroes
By Aysha Bilal, Dr. Asna Mubashara
30. Art and Sustainability: The Pakistani Artists Perspective
By Fariha Rashid
31. Analyzing the Impact of AI on the Global Textile and Fashion Industry
By Hira Gul
32. Animation and Authenticity , an Insightful Reasoning
By: Rabia Ashraf
33. The Transformation of Visual Arts and Art Education in the Digital Age, in Pakistan
By Syed Shaheryar Shah
34. Describing Cultural Value to Children Through Animated Film in Pakistani Cinema
By Iqra Fahad
35. Gen Z Centric Advertising Campaigns in Pakistan: A Semiotic Analysis

By Dr. Fatima Hatim Anjary, Dr. Sobia Usman, Ukkasha Khan

Session 6: MEDIA AND SOCIETY

(تیرے نال میں لائیاں اکھیاں---Tery Naal Ma Laiya Akhiya)

Day2- Venue 3 (S.H.) (10.00-11.30)

Session Chair: Prof. Dr. Lubna Zaheer

Co-Chair: Dr. Faiqa Saeed

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

Dr. Shariyeh Hosseininasab (Keynote- Iran-Pakistan)

36. The Partition of India Through the Lens of Cinema - Exploring 'Pinjar' and 'Silent Water'

By Dr. Lubna Akram

37. Pakistani Drama on the Path to Address Taboo Subjects

By Shahzeb Ahmad Shah

38. Meme Culture

By Iqra Yousaf

39. Visual Metaphors Defining Social Issues in Burka Avenger (TV Series 2013-2016)

By Syeda Arooj Zehra Rizvi

40. Influence of Social Media on Fashion Industry.

By Iqra Anis

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

By Dr. Asmarah Ahmad, Amna Butt

42. Art, Cinema and Society: Drive Carefully Advertisements

By Sana Amjad

43. An analysis of adaptation methods; a case study of Alif

By Rubaisha Abbasi

44. 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

(Rim Jhim Rim Jhim Paray Phohar...پھوارے پڑے جھم رم جھم رم) – 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)

45. Advertisements: the main focus of Pakistani Animation Industry
By **Nitasha Waseem**
46. Film posters: Manual and digital, a comparison
By **Ayesha Latif**
47. AI Potential in Advertising
By **Nimra Akram**
48. Pakistani Film posters of 1970s and 1980s: A Reflection of Socio-Political Power Dynamics
By **Nadia Zafar**
49. Pakistani Film Posters
By **Asifa Dogar**
50. Artifacts of Cinema: Exploring Pakistan Film Posters as Cultural Heritage as a Collector
By **Syed Hassan Hadi**
51. Analyzing the Impact of Geometric and Minimalistic Style of Bauhaus on Pakistani Visual Communication Design
By **Ahmed Faraz**
52. Entanglements with Colonial Nostalgia in South Asian Art and Advertising
Zohreen Murtaza

53. A Descriptive Analysis of the Art of Pakistan Cinema Billboards and Their Sensibility of Cultural Subjectivity
By **Dr. Umaira Hussain Khan**

Session 8: LAHORE AND ITS CULTURAL SPACE

(Tanga Lahore da howay ty Pawain... ٹانگہ اہور دو ہووے تے پاوین) –Day2- V2 (LT)
(3.30-5.00)

Session Chair: Prof. Dr. Najma Najam

Co-Chair: Dr. Samina Zaheer

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

54. Cinematic Dialogue and Social Influence in Lahore
By **Anila Zulfiqar**
55. The Significance of Crafts in Pakistan's Film Industry in Lahore
By **Muhammad Shahid Anjum**
56. Historical Significance of Abbott Road as a Hub of Media Technology in Lahore
By **Mamoona Rahim**
57. Legal challenges to Cultural Preservation of Lahore, Basant a Case Study
By **Muhammad Tauseef**
58. Decolonizing Museum Narratives: Challenging Euro-centric Gaze by Amplifying Marginalized Voices
By **Samavia Zia**
59. Urban Space in Contemporary Painting in the Context of Lahore: Work of Ajaz Anwar
By **Muhammad Ali**
60. Theatre in Lahore
By **Sana Batool Naqvi**

Session 9: MUSIC AND POETRY

(رنجش بی سہی... Ranjish hi Sahi...)

Day 3- V3 (S.H.) (3.30-5.00)

Session Chair: Prof. Dr. Shazia Mukhtar

Co-Chair: Dr. Sadia Kamran

61. Deconstructing Spirituality; A Visual Exploration of Rumi's Poetry
By **Aleena Khan**
62. Echoes of Place: Unveiling Myth and Folklore in Pakistani Songs, and Poetry
By **Adnan Mairaj Malik**
63. Artist as a Broken Person
By **Fajar Sandhu**
64. Creating a Storybook and Application featuring Use of Sign Language for Deaf Children
By **Fahad Zakir**
65. Poetry of Faiz; Portraying Daily Wagers Through Studio Practice
By **Saira Bano**
66. Music in the Cinema of Pakistan
By **Arshad Khokhar**
67. Punjabi Orchestration in the Compositions of Tafu Khan
By **Usman Rana**

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

Workshops

(Each workshop needs an exclusive registration)

- 1. “How to Work Better with Multi Screen Video”**
with Prof. Chris Meigh-Andrews (UK) – Day 2 [11.00 – 1.00]

- 2. “Finding Methods of Visualisation and the Crucial Importance of Imagination”**
with Elaine Shemilt (UK) Day 2 [2.00 – 4.00]

- 3. “Mastering Cinematic Communication”** with Guddu Shani (Pakistan)
Day 3 [11.00 – 1.00]

- 4. “Semiotics in Advertising”** with Ms. Fatima Anjary, Szabist (Pakistan)
Day 2 [2.00 – 4.00]

- 5. A Photo-walk in Walled City** with M.H.M. (Pakistan)

- 6. Calligraphy for Film Posters** with Muneeb (DGD) – Continuous 3 days

- 7. Hoarding Design** with Javed Mughal (DGD) - Continuous 3 days

Film Screenings

1. Screening of the Selected Films

Cultural Evenings

- Mime Performances
- Music Performances