



Culture of
Punjab Pakistan



Seminar and an Exhibition to launch the website entitled

پاکستان دا پنجابی کلچر

THESIS PROJECT BY MFA DESIGNERS

Humna Qais & Umaima Mohsin
Students of Department of Graphic Design,
College of Art and Design,
University of the Punjab, Lahore.





پاکستان دا پنجابی کلچر

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Prof. Dr Nabila Rehman

DIRECTOR INSTITUTE OF PUNJABI AND CULTURAL STUDIES

Culture is a silent language of any society that speaks louder in our hearts and minds. Punjab has a vibrant, colorful and exuberant culture but it began to fade due to some dear devils' transgression and wrongdoings in the last century. Umaina Mohsin and Humna Qais tried to revive it again in their research project titled, Launch of Punjabi Website Promoting Punjabi Culture through a Seminar and an Exhibition - A Project of Institute of Punjabi And Cultural Studies, University of the Punjab, Lahore under the supervision of Dr Sarah Umer. Institute of Punjabi and Cultural Studies pays gratitude to the researchers and their supervisor.

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Dr Sarah Umer

ASSOCIATE PROFESSOR ART AND DESIGN
DEPARTMENT OF GRAPHIC DESIGN, PUCAD.

Thesis is an important time for both students and supervisors, as the foremost outcome of this activity is to initiate a project that is unique and tangible. I am glad that the project executed by Umaina Mohsin and Humna Qais meet both the requirements. Moreover, it is a project that will have long term effects towards the preservation and promotion of Punjabi culture not only within the country's boundaries but beyond it too, as we live in a world which can be seized if properly approached.

Another important effect of this project is that two different entities of University of the Punjab, Lahore are part of this project. The students of Department of Graphic Design have executed the project, while Institute of Punjabi and Cultural

Studies have taken ownership of the project under Director Prof. Dr Nabila Rehman.

Finally, this project will give hope and direction to current and future students to explore and select projects that are unique and tangible.



THESIS PROJECT BY MFA DESIGNERS
Humna Qais & Umaima Mohsin

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About the Project

This project aims towards promoting and preserving the Punjabi culture from being included in the forgotten culture's list. Punjabi culture can be traced back to the city of Harappa that was one of the main cities of the Indus Valley civilization. While the Indus Valley civilization is among the three ancient civilizations of the world beside Mesopotamia and Egypt. However, studies reveal that in coming times, Punjabi culture, despite being rich will perish due to the lack of interest by our society and due to the dominance of western influence.

Thus, this project provides a platform in the form of a website entitled, "Culture of Punjab Pakistan" where data related to Punjab has been compiled to preserve the legacy of Punjab for researchers and future generations. While the seminar and exhibition has been arranged not only to launch the website but to remember and celebrate this legacy.



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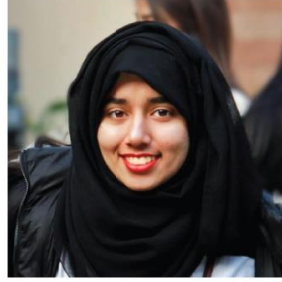
Umaima Mohsin

STUDENT OF MFA GRAPHIC DESIGN

People living in Punjab province have begun to forget the essence of their culture. Therefore, it was decided to make a website based on Punjabi Culture to compile and promote the traditional and cultural values of Punjab. I was fortunate to present this concept to Prof. Dr Nabila Rehman, director of the Institute of Punjabi and Cultural Studies who not only motivated but also supported the project with the blessings of Allah. Furthermore, SunoTV agreed to sponsor the project.

This project initially seemed difficult, however with the guidance of my supervisor Dr Sarah Umer, things worked out the way we wanted them to be from day one. Finally, I must acknowledge Humna Qais, who decided to leave her initial project and took the risk to prepare a pre-launch and launch campaign for this proposed website.

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Humna Qais

STUDENT OF MFA GRAPHIC DESIGN

Punjabi Culture for me is not only about language, traditions or festivals but a legacy that needs to be relived. My part in this project is not only to revive Punjabi culture but to endorse the fact that it is a culture that should be lived everyday like it was lived in the past.

While working on the promotional campaign for this project, I had the opportunity to witness the raw beauty of Punjab. To bring it to your eyes, I purposely shot a video which does not only display the true colors of Punjabi Culture but also takes us back to memory lane where Punjabi Culture was lived the way it should be lived today. Therefore, the video has captured glimpses of Punjab for current and future generations.



پاکستان دا پنجابی کلچر



M. Tayyab Qaisrani

MPHIL ART HISTORY SCHOLAR, UNIVERSITY OF THE PUNJAB, LAHORE.
FACULTY DEPARTMENT OF TEXTILE DESIGN, NCA, LAHORE.

As an educator and perpetual learner, I determine from the past and believe in making efforts in the present with hope for a better future. I strongly believe in nurturing ideas from young intriguing minds who strive for prospective transformation. I feel compelled in promotion of not only an idea but its implementation too with my friends and colleagues Humna Qais and Umaima Mohsin for their farsighted approach by making their design solutions available for larger audiences and indebted for enhancing my knowledge.

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Dr Saif Ur Rahman Dar (TI)

Dr Saif Ur Rahman Dar is an archaeologist, historian, a museologist, a folklorist and an academic. He has published some 30 books and about 200 research papers. His publications cover a vast range of subjects such as archaeology, architecture, history-oriented museum collections, Punjabi folklore and historical crafts. But, his publications on museology surpass contributions by any other writers in the country. In this field, his most prestigious contribution is in the form of *Museology and Museum Problems in Pakistan* preceded by two smaller books entitled, *Archaeology and Museums in Pakistan* and *Repositories of Our Cultural Heritage*. Later, he published three more books on the subject entitled, *A Brief Guide to Bahawalpur Museum*, *Treasures of Lahore Museum*, and *Hidden Treasures of Faqir Khan*.

Moreover, Dr Dar as Project Manager compiled data related to several regions of Punjab and was able to bring out eight volumes under the umbrella of the Punjab Small Industries Corporation, Government of the Punjab on the crafts of Punjab.



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SPEAKERS

پاکستان دا پنجابی کلچر

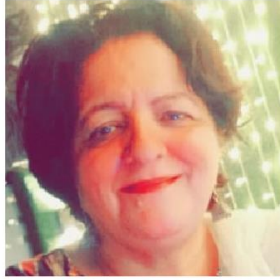


Anjum Qureshi

Anjum Qureshi is a national treasure and renowned Punjabi author, poet and academician. She has participated and recited her poetry in various Mushairas both nationally and internationally including Lahore Literary Festival, Halqae Arbab Zouq and SAARC poetry festival in India. Apart from having her work published in monthly journals, she is author of five books namely *Mein Labhan Chali*, *Dooja Paasa*, *Main Te Amaltaas*, *Dhup Da Naa Badnaam* and *Khachch*. Academically, her books *Mein Labhan Chali*, *Dooja Paasa* along with seven of her other noteworthy poems are part of master's level programs in five distinguished universities of Indian Punjab. Her latest whimsical rendition is lyrics of *Agg* song from acclaimed Pakistani 2022 movie *Kamli*.



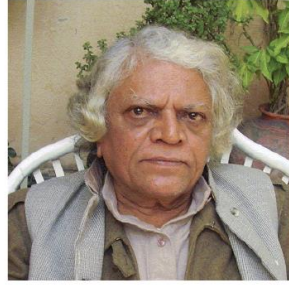
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Ayesha Aslam

Ayesha Aslam Malik is a noteworthy writer, poetess and broadcaster. Her body of work is in Urdu and Punjabi but she is a strong advocate of her mother tongue Punjabi. She has been working as broadcaster on Radio Pakistan since 1975, she is known for her acting skills in Punjabi plays and her significant work include Punjabi drama *Faisla* aired on PTV. She has the ability and command to depict her persona in her soulful and enchanting Punjabi poetry. She is author of renowned Punjabi poetry books namely *Kakh te Kaaney* (1983) and *Main Teri Ho Muki* (2009) including short stories in Punjabi under the title of *Kook* (1986).

پاکستان دا پنجابی کلچر



Dr Ajaz Anwar

Dr Ajaz Anwar is an internationally acclaimed maestro of water-color painting and is renowned for hypnotizing depiction of Lahore and preserving its cultural legacy in his spellbinding art works. A former director of gallery, professor at National College of Arts, Lahore, founding member of Lahore conservation society, pioneer of museum and art gallery - *House of Nanna(s)* are some of his life long quest for preserving architecture of Lahore through his illustrious journey as a painter. He is the recipient of the President's Pride of Performance award and Pride of Punjab award by Punjab Institute of Art and Culture for his eminent contributions.



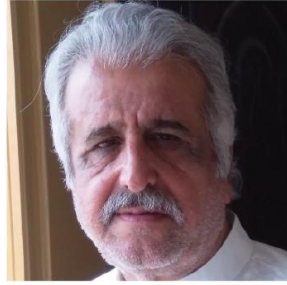
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Dr Asna Mubashra

Dr Asna Mubashra is a Textile designer, artist, academician, curator, and environmentalist who is determined and strives for ecological environment by producing art works and creates awareness through her art and design campaigns. She possesses a vast knowledge of crafts and is an advocate of convention and reviving traditional practices. As a curator she has almost 30 art shows to her credit and she is recipient of around 38 scholarly researches. She is an active member of some 25 academic groups and societies and is conferred with 101 Excellence awards for her comprehensive services towards academia and community.

پاکستان دا پنجابی کلچر



Dr Nasir Abbas Baloch

Dr Nasir Abbas Baloch is a distinguished Punjabi and Urdu poet, short story writer and a renowned playwright. He has sixteen television drama serials along with nearly one hundred and fifty radio and stage plays as author to his credit and pedagogically engaged as a notable professor of Punjabi and Urdu currently teaching at Minhaj University, Lahore. He has been awarded the Best Playwright Award in Punjabi by Pakistan Television and among his many publications include *Patanan Day Sad* (Punjabi Poems, 1977), *Seetian Akhan Walay* (Punjabi short stories, 1985), and *Dasht-E-Raiqaan* (Urdu Poems, 1996).



پاکستان دا پنجابی کلچر



Huma Safdar

Huma Safdar is an established teacher, activist, actor, poet, writer, director of Punjabi feminist theatre *Sangat* and is an advocate of promoting Punjabi literature and folklore through her stage offerings. She has been associated with Ajoka theatre, Punjab Lok Raqs and Najam Hosein Syed's theatre group and has dramatized classic Punjabi texts such as *Heer Damodar*, *Mirza Saheban*, *Heer by Waris Shah*, *Alfo Pairni di Vaar* (a six-hour stage play) and several other classic and modern Punjabi texts including poetry presentations. Among her many accomplishments, her Punjabi directional ventures from *Sangat* include *Nukar Natak* is based on Bulleh Shah's *kafi buss kar ji, bass kar ji... gal Asaa nal hass kar gi*, *Diwa Mundri* and folk fable of *Heer Ranjha*. Furthermore, her preeminent scholarly contribution is by introducing Punjabi as language and theatre form on high school level. She has authored various books of poetry in Punjabi and has visited India as ambassador of peace in capacity of activist and as an artist.

پاکستان دا پنجابی کلچر



Dr Saadat Ali Saqib

Dr Saadat Ali Saqib is a prominent scholar, writer, poet and professor of Punjabi having keen interest in music since his childhood. He has more than 10 published Punjabi books to his credit including Punjabi poetry. His various scholarly contributions are part of both National International journals and newspapers. He is currently serving as a professor in Institute of Punjabi and Cultural Studies, University of Punjab, Lahore.



پاکستان دا پنجابی کلچر



Asrar Chishti

Asrar has many dimensions to his personality. He is a loved teacher of numerous students and has been associated with the noble profession of teaching since several decades. Currently he is the Chairperson of Department of Graphic Design at College of Art and Design, University of the Punjab, Lahore.

Asrar Chishti is an amazing singer and has learnt ghazal singing from Ustad Mehdi Hassan, while he learnt classical music from *Gualiar Gharana*. He is also an eminent Tabla player and is a disciple of Ustad Shaukat Hussain. He has represented Pakistan globally at several countries including Russia, Nepal etc.

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EXHIBITION





پاکستان دا پنجابی کلچر



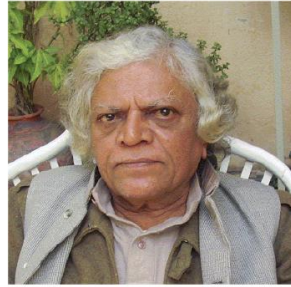
Prof. Dr Sumera Jawad

I'm fascinated by female imagery and everything related to it. Punjabi weddings are a vibrant and a colorful affair, filled with customs and traditions that have been passed down through the generations. A Punjabi bride was my first fascination and I as a child enjoyed making her images with colors and converting them into stuffed dolls and adoring them with all bridal couture.



گڈیاں
2'X2.5'
Oil on Board

پاکستان دا پنجابی کلچر



Prof. Dr Ajaz Anwar

It is another world from the by gone days. The enticing view enjoined from behind the balconies is partially blocked by tarpaulins and aromatic smokes. The name of the painting *Baithak Kaatibaan*. The facade is from early 1800's in original shape and badly needs conservation.



Baithak Kaatibaan
38"x27"
Watercolor

The gate seen in the painting is the result of British period alterations when round arches and balustraded parapet were added. The gate has been recently desecrated and painted over in gaudy colors. Of the twelve gates that old Lahore once had Lohari Gate is the oldest.



Lahori Gate
26"x39"
Watercolor



پاکستان دا پنجابی کلچر



Dr Anila Zulfiqar

These art pieces are the reflection of my childhood nostalgia. My father was an employee in the Pakistan Railways, so I got the opportunity to travel with my family all over Pakistan by train. The sounds, railway carriages, tracks and the colonial era architecture inspired and motivated me to become a part of my canvas.

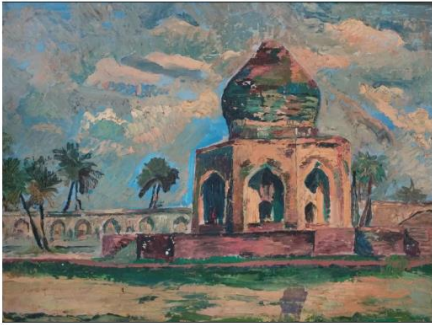


Untitled
8.6"x12"
Oil on Canvas

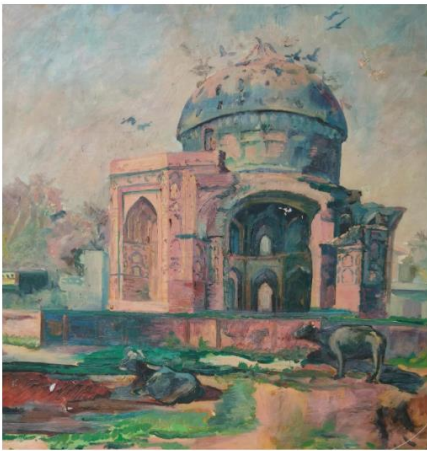


Untitled
16"x19"
Oil on Canvas

پاکستان دا پنجابی کلچر



Tomb Asif Khan
36"X36"
Oil on Board



Tomb Bahadur Khan
36"X36"
Oil on Board

Prof. Dr Riffat Dar

Punjab particularly Lahore is known for its rich Mughal architecture. With abundance of beautiful and magnificent Mughal architecture, Lahore is considered to be an important place in Punjab.

Tomb Asif Khan and Bahadur Khan, both located in Lahore have been painted to aesthetically capture within the frame the indigenous landscapes of Lahore. The vicinity captured through the Lens of the artist by itself pronounces its dilapidated condition.



پاکستان دا پنجابی کلچر



Prof. Dr Rahat Naveed

During the time of covid, when we were all housebound, I took to listening to talks on Punjabi literature - Waris Shah, Baba Farid, Bulleh Shah and others. The imagery of Punjab landscape had an impact on my mind and was apparently playing in the background when I made this painting.



Untitled
Dry Pastel on Paper

پاکستان دا پنجابی کلچر



Prof. Dr Samina Nasim

Prof. Dr Samina Nasim is serving in the Department of Fine Arts as Chairperson. She is esteemed researcher and practicing artist. Her area of expertise is Art History and Painting in different Mediums. She has more than 10 National and International Solo Shows and more than 90 group shows in her pocket.



Village Scene
19"X13"
Watercolor on Paper



پاکستان دا پنجابی کلچر



Dr Faiqa Saeed

As an artist, the high contrast between black and white and the tonal gradations between the two opposite hues inspires me. Women as the main theme of my painting depicts a different story in every narration.



Pray
36"X36"
Oil on Canvas



Faiqa saeed
"Melted"
Oil on canvas

پاکستان دا پنجابی کلچر



Amna Riaz



Untitled (Series of lasting impression)
Digital Print, Fabric and Felt Sheet
16.5"x11.5"

This artwork is based on Sultan Rahi famous film Wehshi Jatt released in 1975. The red color which is used in this artwork is vivid and bold and is associated with anger and danger depicted through the Gundasa.



Untitled (Series of lasting impression)
Digital Print, Fabric and Felt Sheet
16.5"x11.5"

The painting shows the starting period of Sultan Rahi's film career in which Rahi is seen pushing the camera trolley.



پاکستان دا پنجابی کلچر



Sidra Liaquat

The warm and vibrant afternoons of Punjab villages add romantic aura which captivates the sensations of the beholder.



Punjab Village
22"x28"
Oil on Board

The cultural colors of Punjab add life to the still life, suggesting the welcoming nature of Punjabis.



Untitled
10.8"x18.9"
Dry Pastel on Paper

پاکستان دا پنجابی کلچر



Wardah Aziz



Meri Maa
10"x10"
Gouache on Wasli

Roti is mostly relatable to mothers of Asian society either well-cooked or burnt. However, when it is made by a mother one can feel her love in the taste. The texture rendered in the form of roti along with the shape of rose petals conveys the idea of unconditional love.



پاکستان دا پنجابی کلچر



Aleena Syed

The city Lahore has faced unorganized urbanization due to which natural habitation was compromised to pave new roads and to facilitate new infrastructure projects. The outcome of this urbanization has led to consequences that we face today among which smog during winters is a great threat to the citizens of Lahore. This work highlights that Lahoris need to think to save the city for future generations.



Lahore needs more
A3
Watercolor on Paper

پاکستان دا پنجابی کلچر

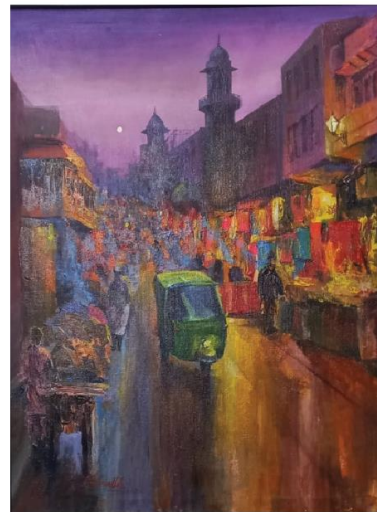


Sana Ullah

I have painted Punjabi culture through different subjects
such as cityscapes and figures.



Untitled
20x14.5cm
Watercolor on Sketchbook



Untitled
65x50.5cm
Acrylic on Canvas



پاکستان دا پنجابی کلچر



Dr Asna Mubashra

Basant is celebrated in Punjab during the month of February to welcome the change of weather from extreme winter to lively spring. Its significant color is yellow with tones of orange. This piece is created to celebrate the livelihood of these colors.

The traditional craft and fiber artwork of the region of Punjab is known as Phulkari. For this specific kind of creation, a geometric division of the flowers was most popular execution style in beautiful patterns, colors and motifs. Phulkari's were embroidered in stunning range of exquisite designs. This piece showcases the beauty of a very basic geometrical form of the flower mostly found in the traditional; Phulkaries.

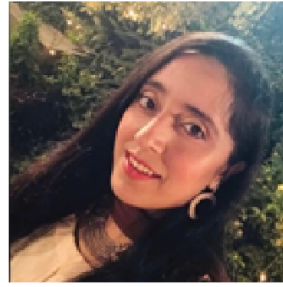


Rang-e-Basant
13"X6"
Fiber Art



Phulkari
18"X24"
Fiber Art

پاکستان دا پنجابی کلچر



Rabia Shaukat



Basant
16"X22"
Fiber Art



Harvesting the Wheat
16"X12"
Fiber Art

This beautiful recycled fiber art piece highlights the Basant festival which is a significant celebration of Punjab Culture. Each element on kite represents Punjabi Culture and traditions like Phulkari motifs, Pankhi, Matka and Dhol etched in reverse dying. I have used running stitch, applique work and bright color scheme for depicting the festivities of this event.

This piece represents harvesting moments of the wheat crop, indicating a significant timeframe in the culture of Punjab. I created a vertical composition in multiple layers of the ripe wheat stalks and rendered it with fabric paints. Ripening Wheat stalks are in multiple tones, predominantly pale tones, I used the bright and vivid shades to represent the festive time in the culture of Punjab.



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Naila Khan

This work is inspired by the geometric forms of weaving. Floral patterns have helped to enhance design as well as it gives a break from geometric accuracy.



Untitled
29"x36"
Weaving

Weaving in nature is far more beautiful and intricate than a manmade design. Although the colors I used are vibrant and shimmering but still it cannot be compared with the comprehensive details of peepal leaves



پپال دی چھان
13.5"x34"
Weaving

پاکستان دا پنجابی کلچر



An overview of Pakistani Punjabi cultural depiction through handmade traditional crafts created by students of second year Department of Textile Design. The students include; Tehreem Ishaq, Dua Waseem, Halima Waseem, Maliha Qaiser, Zunaira Abdul Shakoor, Zuha Aamir and Farheen Altaf.



پاکستان دا پنجابی کلچر



Amna Arif

The medium of this painting is poster colors. The high spirits of Punjabis have been brushed on the size of 18 by 18 inches. Women wearing clothes, cultural men wearing turban, traditional hand fans are portraying the enriched culture of Punjab with the dominating shades of reds and blues.



The Culture of Multan
18"x18"
Poster Color

پاکستان دا پنجابی کلچر



Amna Abbas

In my present art work an effort has been made to praise the beauty of Pakistani culture by representing different views. The elements that I have used revolve around different themes related to culture, which is a true manifestation of Punjab. The use of bright color scheme is inspired by Punjabi cultural beauty.



Pakistani Culture
18"x18"
Poster Color



پاکستان دا پنجابی کلچر



Qirat Elahi

The medium of this painting is poster colors. The high spirits of Punjabis has been brushed on the size of 18 by 18 inches. Women wearing clothes, cultural men wearing turban, while traditional handmade fans are portraying the enriched culture of Punjab with the dominating shades of reds and blues.



Untitled
18"x18"
Poster Color

پاکستان دا پنجابی کلچر



Fatima Ahmad Rajwana

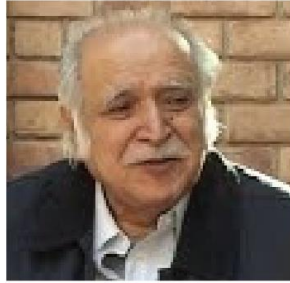
This piece represents several elements which are used by Punjabi people during celebrations such as, *Khusa* (traditional footwear in Punjab, worn daily), *Chaaba* (an essential kitchen utensil in a Punjabi household), *Dholki* (Musical Instrument), Blue pottery, etc. While bold colors have been used to depict the rich culture of Punjab.



Culture of Punjab
18"x18"
Poster Color

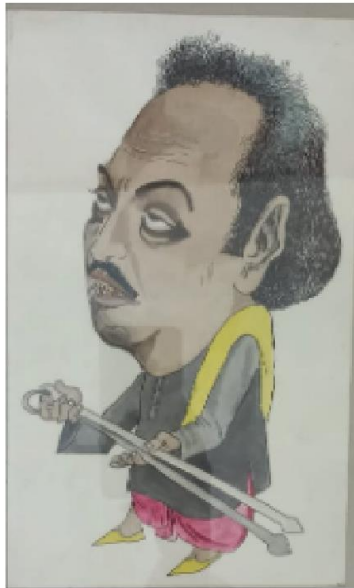


پاکستان دا پنجابی کلچر



Prof. Dr Shaukat Mahmood

These caricatures represents the renowned Punjabi artsits Arif Lohar and Dildar Pervaiz Bhatti in their traditional Punjabi getup holding the famous Punjabi *Chimta*.

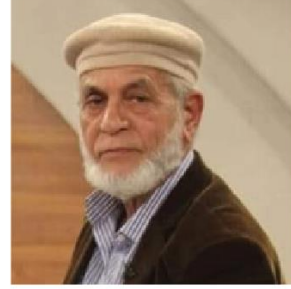


Caricature of Dildar Pervaiz bhatti
A3
Watercolor



Caricature of Arif Lohar
A3
Watercolor

پاکستان دا پنجابی کلچر



Ustad Irfan Ahmed Khan



Kalaam Mian Muhammad Bakhsh
20"x26"

Oil on Canvas

The calligraphy represents a verse from the poetry of Mian Mohammad Baksh, which has been written in Nastaleeq style, while the rich yellow color used in the background enhances its beauty.



Kalaam Baba Fareed Ganj Shakar
18"x26"

Oil on Canvas

The calligraphy represents a verse from the poetry of Baba Fareed Ganj Shakar, which has been written in Nastaleeq style, while the background is decorated with natural elements that include flowers, birds etc.

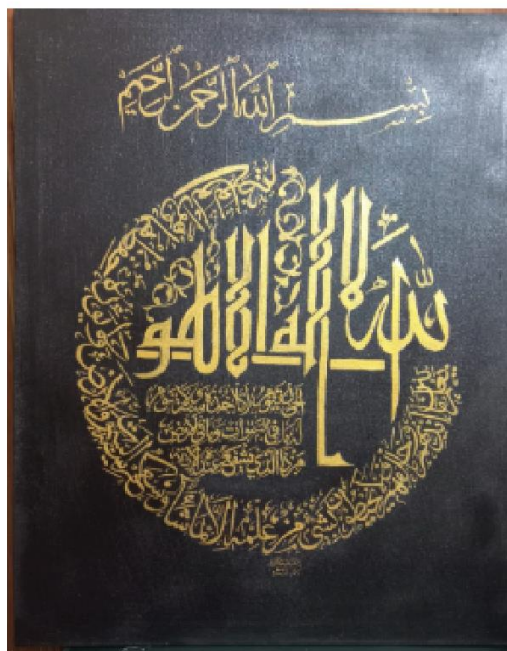


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Abdul Wahid

Ayat-al-Kursi is known as heart of Quran and therefore, I have created this artwork, which is paint on canvas.



Ayat-al-Kursi
1.5'x2'
Oil on Canvas

پاکستان دا پنجابی کلچر



Munfarid Corner

Munfarid House of Art and Craft is a venture that promotes the crafts and craftsmen of Pakistan. This corner has been established to share some of the crafts sold under this entity.





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TEVTA Corner

TEVTA was established in 1999 by merging Training Institutes from 7 different Departments of the Government of Punjab, as a Special Institution, Technical Educational & Vocational Training Institute to promote crafts of Pakistan.

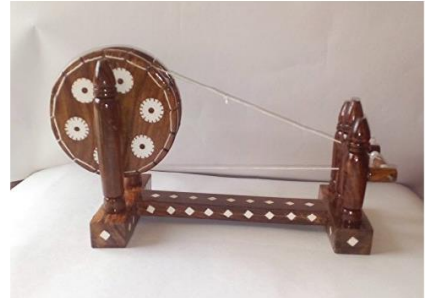


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Live Corner

The reason for making this corner is to establish and live the special occasion of Mehndi in a traditional village setting. The corner includes Punjabis, Mehndi, Tappay singing, Dholki, furniture, etc.





پاکستان دا پنجابی کلچر

Marhaba Qaleen House

Marhaba Qaleen House provides handmade, machine made and imported carpets. The carpets sold under this entity are a reflection of the age old carpet industry of Punjab.



پاکستان دا پنجابی کلچر



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Patron Prof. Dr Nabila Rehman
Organizer and Curator - Team *Pakistan da Punjabi Culture*
Dr Sarah Umer
Humna Qais
Umaina Mohsin

PUCAD MPhil Scholars Class of 2021-2023

M. Tayyab Qaisrani - Moderator
Asifa Dogar - Recitator
Syeda Khadija - Translator
Ghullam Sayyedian - Technical Assistance
Yasra Haider Rizvi - Live Corner
Maryam Zamurd - Live Corner
Sumbal Nayyab - Live Corner
Aleena Syed - Live Corner

Ahmed Maqsood - Singer
Abdul Wahid - Calligrapher
Manahil Nadeem - Videographer
Sameen Zehra - Videographer
Iqra Nadeem - Videographer
Ayesha Yousaf - Videographer
Muhammad Wasif - Photographer and Videographer
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