

For Immediate Release

**Anant National University strengthens its infrastructure with the launch of three new labs:
Product Design, Photography and Moving Image**

Ahmedabad, 1 Aug 2022: Anant National University inaugurated its three new labs, one each for Product Design, Photography and Moving Image. The labs are equipped with world-class machines, equipment and tools that will offer the students of the School of Design, AnantU, the hands-on experience needed for their majors and minors, inculcating the practice of innovation, creation and research. AnantU offers **Bachelor of Design** degree with seven specialisations – Product Design, Communication Design, Interaction Design, Space Design, Sustainable Fashion & Textile Design, Moving Image and Transdisciplinary Design. The best-in-class teaching pedagogy, experienced faculty and these infrastructure developments will support the AnantU vision of being a top university in India by 2025 in the fields of design, built habitat and sustainability reputed for its Indian roots and global standing.

All three laboratories - Product Design, Photography and Moving Image- are equipped with state-of-the-art facilities to help students visualize and see their ideas come to life. The advanced product laboratory, 'FutureShift' on the varsity campus will facilitate product prototyping, as students can see their ideas come to life. The lab is equipped with 3D printing, CNC, resin prints, workstations for assembly, and sketching desks with Wacom. The laboratory comes with augmented and virtual reality capabilities with dual-screen PCs for an immersive media experience. The 'FutureShift' laboratory will help students in designing, and innovating the product experience for their learnings and eventual application to real-world scenarios.

The advanced photography studio comes with high-end professional-grade equipment and a range of cameras from Canon housed in a dedicated 30x30 feet studio set to help students to get a feel of the real-world settings of a photoshoot environment. The Moving Image lab is equally impressive, with infrastructure rivalling that of their global counterparts. The lab has a preview room, scenography lab, animation workspace, edit workspace and sound design. All these are provisioned with the latest machines, software and hardware so the students are experiencing the latest in their major.

Dr Anunaya Chaubey, Provost, Anant National University, said, "Experiential learning is a very important aspect of how our students learn at AnantU. These labs are going to strengthen opportunities of hands-on multidisciplinary learning for students across the university. We are continuously upgrading the facilities and resources available to the students at AnantU - infrastructure development, top-notch faculty, international academic tie-ups and industry exposure."

AnantU also houses a Makerspace workshop on its campus, established to provide students with a facility where ideas can be converted into real products and artefacts. The facility, equipped with a hi-tech digital manufacturing laboratory and an electronics workbench, has recently added clay 3d printing machine for students to work. The collaborative workshop is open to students, faculty & staff.
