

ICCA: 100YLC (Outline of the Program)

UNIVERSITY OF THE PUNJAB (OLD CAMPUS), LAHORE, PAKISTAN

Day-1: Monday 27 Jan 2025

OPENING CEREMONY

GRAND HALL (Venue A)

1st Half: (11:00 AM - 01:00 PM)

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| 1. Prof. Elaine Shemilt (UK) | 11.20 |
| 2. 100 Years of Filmmaking by Prof. Dr. Christine White (UK) | 11.40 |
| 3. Javed Siqqiqi (India) | 12.00 |
| 4. Mr. Shahzad Rafique | 12.10 |
| 5. Ms. Samina Peerzada | 12.20 |
| 6. Mr. Iftikhar Thakur | 12.30 |
| 7. Patron in Chief: Prof. Dr. Muhammad Ali, Vice Chancellor, University of the Punjab | 12.40 |
| 8. | |
| 9. Note of Thanks | |

Ribbon Cutting, Shields and Picture

Lunch (1:00pm – 1:30pm)

2nd Half: DAY 1 (2.00 PM - 06:00 PM)

GRAND HALL (Venue -1)

Panel Discussion- 1 (1.30-3:00) - Day 1

The Golden Period (Pahli si Mohabat) پہلی سی محبت

1. Mr. Sajjad Gul
2. Mr. Nasir Adeeb
3. Ms. Samina Peerzada
4. Mr. Shahzad Rafique
5. Ms. Neelam Bashir
6. Mr. Khawaja Najam Ul Hasan
7. Prof. Elaine Shemilt (UK)

Prof. Dr. Ahmad Bilal (Moderator)

Mr. Syed Noor (Conclusion)... and a few questions from Mr. Shazel

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| | | Workshops Brief with Shan and Prof. Dr. Ahmad Bilal | 2:00 pm |
| Turdi Kahani تُردی کہانی with Sadia Sarmad | 3.00-3.30 pm | | |
| An interactive Session with Aasim Akhter (V-1) | 3.30-4.00 pm | | |

Panel Discussion- 2 (4:00-5:00) – Day 1

Where We Lost it (Roothay ho Tum...)----روٹھے ہو تم

1. Mr. Saji Gul
2. Mr. Fasih Bari Khan
3. Ms. Amna Mufti
4. Mr. Hafeez Tahir
5. Mr. Rashid Khawaja
6. Dr. Muneeba
7. Prof. Dr. Fouzia Naz
8. Ms. Fatima Amjad

Ms. Nirmal Bano (Moderator)

Mr. Asghar Nadeem Syed (Conclusion)

**Book Launch by Dr. Nusra Inayat
(V-1)**

5:00 pm

Mr. Nauman Khalid

5.30 pm

Closing Plc

6.00 pm

Day-2: Tuesday 28 Jan 2025

1st Half: (10:00 AM - 1:00 PM)

Paper Sessions

| VENUE-1 | VENUE-2 | VENUE-3 |
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| Coordinator: Humera Umar | Coordinator: Mamoona Rahim | Coordinator: Arooj Rizvi |
| Resource & Management: Nomana Masood | Resource & Management: Sana Yousaf | Resource & Management: M. Ashfaq |
| Coverage: Arfeen | Coverage: Shahid Anjum | Coverage: Abdullah |
| Paper Session 1 (Venue 1) (10.00-11:00) A UNIQUE SCREEN (Way Sab to Sohneya...) وے سب تو سوہنیا | Session 2 (Venue 2) (10.00-11:00) ESTABLISHED CINEMA (Bhula Na sako Gey) بھلا نہ سکو گے | Session 3 (Venue 3) (10.00-11:00) ART FORMS AND AESTHETICS (Taroo say Karain Batain...) تاروں سے کریں باتیں |
| Session Chair: Prof. Dr. Mahboob Hussain Co-Chair: Prof. Dr. Nusra Inayat Mediator: Sarmad Cheema, Maryam Iftikhar Support: Hina (MPhil) Session timekeeper: Eman (MPhil), Nawal (MPhil) Volunteer: Aisha Rehman (BFA), Mirha Amna (BFA) | Session Chair: Dr. Kanwal Khalid Co-Chair: Dr. Wajeeha Raza Mediator: Amna Anwaar Khan, Samia Shahzad Support: Mahak (MPhil) Session timekeeper: Hajra (MPhil) Volunteer: Fatima Adnan, Amtul Musawara (BFA) | Session Chair: Prof. Dr. Rukhsana David Co-Chair: Dr. Masooma Abbas Mediator: Sophia Miraj Malik, Sana Yousaf Support: Iqra Butt (MPhil) Session timekeeper: Jawaria Razaqat (MPhil) Volunteer: Hafza Abid, Arooj (BFA) |

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| Press Release: Iram Syed | Press Release: Maryam Iftikhar | Press Release: Adnan Miraj |
| <p>Lahore Mode of Production? Ashish Rajadhyaksha (India)</p> <p>Reminiscence of Romance: Lahore Cinemas 1944-49 Prof. Dr. Shaukat Mahmood</p> <ol style="list-style-type: none"> 1. Shaping Cultural Identity James (Xing Xuanyu), Prof. Dr. Mehboob Hussain 2. From Script to Screen By Iram Syaed 3. Video Art - Cinematic Catastrophe By Sarmed Cheema 4. Resilient Identities in Global Media By Uswa Naeem, Dr. Moneeba Iftikhar 5. Analysis of Children's Content on OTT Marriam Iftikhar | <p>Trends of Pakistani Films: An Analytical Study of Restoration of Cinema Dr. Fouzia Naz (Karachi)</p> <ol style="list-style-type: none"> 1. 6. Content Analysis: 'Maula Jatt' By Amna Anwaar Khan 2. 7. Cinema in Lahore By Iqra Ashraf 3. 8. Revolutionizing the Silver Screen By Iqra Chaudhry 4. 9. Role of the Tawaifs By Saud-ul-Hassan Khan 5. 10. Thematic Evolution 'Rahguzar' By Dr. Chaman Hussain, Amna Latif 6. 11. Firdous Begum; the "Heer" By Sarosh Tariq 7. 12. Loud, Proud, ... 'Oye' By Samia Shahzad | <p>Un-silencing Resistance and Decoloniality in Lahore and Early Pakistan Cinema Salman Asif</p> <ol style="list-style-type: none"> 1. 13. Visual Culture and Identity By Dr. Amna Khalid Qureshi 2. 14. Movement-image in Deleuze's By Mr. Rogar Anwar & Faiza Kanwal 3. 15. Beyond the Pieta By Sana Yousaf 4. 16. Art Films By Mahnoor Imtiaz 5. 17. Sustainability in the Fashion By Dr. Zafar Javed 6. 18. Image of Buraq By Afshan Mehmood 7. 19. Sustainability in Textiles By Madiha Zulfiqar 8. 20. Truck Art: Motif Bird By Sophia Mairaj Malik |
| Book Launch by Prof. Mehboob Hussain | 11.00-11.30 pm | Workshop with Prof Elaine 11.00 (Venue 4) |
| A Movie by Amir ul Arham | 11.30-12.00 pm | |

| Session 4 (Venue 1) (12.00-1:00) EMERGENT CINEMA (Nawa Aya Aye Sohnya)... نواں آیاں اے سوہنیا | Session 5 (Venue 2) (12.00-1:00) DIGITAL TECHNOLOGY AND CREATIVE INDUSTRIES (Gulo ma Rang Bharay) گلوں میں رنگ بھرے | Session 6 (Venue 3) (12.00-1:00) MEDIA & SOCIETY (Tery Naal Ma Laiya Akhiya) تیرے نال میں لائیاں اکھیاں--- |
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| <p>Session Chair: Prof. Dr. Amra Raza Co-Chair: Dr. Shahzaib Khan</p> <p>Mediator: Nomana Masood, Izza Bajwa Support: Hina (MPhil) Session timekeeper: Eman (MPhil), Nawal (MPhil) Volunteer: Aisha Rehman (BFA), Mirha Amna (BFA)</p> | <p>Session Chair: Dr. Suraya Chaudhary Co-Chair: Dr. Saima Khan</p> <p>Mediator: Rabia Shaukat, Hira Gul Support: Mahak (MPhil) Session timekeeper: Hajra (MPhil) Volunteer: Fatima Adnan, Amtul Musawara (BFA)</p> | <p>Session Chair: Prof. Dr. Lubna Zaheer Co-Chair: Dr. Faiqa Saeed</p> <p>Mediator: Sophia Miraj Malik, Sana Amjad Support: Iqra Butt (MPhil) Session timekeeper: Jawaria Razaqat (MPhil) Volunteer: Hafza Abid, Arooj (BFA)</p> |
| <p>Storytelling in New Bollywood Prof. Gauri D Chakraborty (India)</p> <p>Pain, Loss, Anger, and Nostalgia Dr. Sunayan Bhattacharjee (India)</p> <ol style="list-style-type: none"> 1. 21. Shaping Cultural Identity By Nomana Masood 2. 22. Veiled Visions: Gender, Identity, and Society in South Asian Cinema By Izza Bajwa | <p>Visual and Cultural Representation in the Contemporary Pakistani Music: Video Song Dil Kee Khair (2019) Dr. Suriyya Choudhary</p> <ol style="list-style-type: none"> 1. 34. Constructing Cultural Identity Dr. Saima Khan 2. 27. Instant Entertainment By Rabail Qureshi 3. 28. Display Surfaces By Ahmed Shahzad 4. 29. Traces of Visuality | <p>"Architectural Narratives in Cinematic Perspective: Comparison of Pakistani & Iranian Cinema Dr. Shariyeh Hosseininasab (Iran-Pakistan)</p> <ol style="list-style-type: none"> 1. 39. The Partition of India Through Cinema By Dr. Lubna Akram 2. 40. Pakistani Drama Taboo By Shahzeb Ahmad Shah 3. 41. Meme Culture By Iqra Yousaf |

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| <p>3. 23. An exploration of Symbolism in “Kamli” By Farah Ahmad</p> <p>4. 24. Bol: A Social Commentary By Sadia Qutub Hashmi</p> <p>5. 25. Drama-Like Structure of Films By Heyyaa Fatmah</p> <p>6. 26. Contemporary Cinema By Shahpara Salim</p> | <p>By Aqeel Abbas, Alia Hadi Ali</p> <p>5. 30. Effect of modern-day textiles By Rabia Shaukat & Ms. Aafia Ahmad</p> <p>6. 31. Umro Ayyar: A Reluctant Tale By Aysha Bilal, Dr. Asna Mubashara</p> <p>7. 32. Art and Sustainability By Fariha Rashid</p> <p>8. 33. Impact of AI on Textile By Hira Gul</p> <p>9. 35. Cultural Value through Animated Film By Iqra Fahad</p> <p>10.37. Animation and Authenticity By: Rabia Ashraf</p> <p>11.38. Transformation of Visual Arts By Syed Shaheryar Shah</p> | <p>4. 42. Metaphors in Burka Avenger By Syeda Arooj Zehra Rizvi</p> <p>5. 43. Social Media Fashion Industry By Iqra Anis</p> <p>6. 44. The Art of Self-Care By Dr. Asmarah Ahmad, Amna Butt</p> <p>7. 45. Art, Cinema and Society By Sana Amjad</p> <p>8. 46. An Analysis of Adaptation of Alif By Rubaisha Abbasi</p> |
| Break | | |
| Workshop with Prof Chris Meigh Andrews (2:00 pm) Venue-4 | | |
| <p>Session 7 (Venue 1) (2.00-3:00) VISUAL ARTS & ADVERTISING (Rim Jhim Rim Jhim Paray Phohar...) - رم جھم رم جھم پڑے پھوار</p> | <p>Session 8 (Venue 2) (2.00-3:00) LAHORE AND ITS CULTURAL SPACE (Tanga Lahore da howay ty... ٹانگہ لاہور) دا ہووے تے</p> | <p>Session 9 (Venue 3) (2.00-3:00) MUSIC AND POETRY (Ranjish hi Sahi... رنجش ہی سہی)</p> |

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| <p>Session Chair: Prof. Dr. Najma Najam Co-Chair: Dr. Sohail Riaz</p> <p>Mediator: Syed Hassan Hadi Ahmed Faraz Support: Hina (MPhil) Session timekeeper: Eman (MPhil), Nawal (MPhil) Volunteer: Aisha Rehman (BFA), Mirha Amna (BFA)</p> | <p>Session Chair: Prof. Dr. Nosheena Saleem Co-Chair: Dr. Samina Zaheer</p> <p>Mediator: Dr. Anila Zulfiqar, Hira Gul Support: Mahak (MPhil) Session timekeeper: Hajra (MPhil) Volunteer: Fatima Adnan, Amtul Musawara (BFA)</p> | <p>Session Chair: Prof. Dr. Shazia Mukhtar Co-Chair: Dr. Sadia Kamran</p> <p>Mediator: Sophia Miraj Malik Support: Iqra Butt (MPhil) Session timekeeper: Jawaria Razaqat (MPhil) Volunteer: Hafza Abid, Arooj (BFA)</p> |
| <p><u>The French Dispatch and Visual Postmodernity in Architecture</u> <u>Rajitha Rupasinghe & M.N.R. Wijetunge (Sri Lanka)</u></p> <ol style="list-style-type: none"> 1. 47. Advertisements and Animation By Nitasha Waseem 2. 48. Film Posters: Manual and Digital By Ayesha Latif 3. 49. AI Potential in Advertising By Nimra Akram 4. 50. Pakistani Film posters of 1970-80s By Nadia Zafar 5. 51. Pakistani Film Posters By Asifa Dogar 6. 52. Artifacts of Cinema By Syed Hassan Hadi 7. 53. Impact of Geometric and Minimalistic Style By Ahmed Faraz | <p><u>Sindhi Film Industry: History and Future Challenges</u> <u>Dr. Riaz Shaikh</u> <u>Prof/Dean, Faculty of Social Sciences and Education SZABIST University</u></p> <ol style="list-style-type: none"> 1. 56. Cinematic Dialogue Dr. Anila Zulfiqar 2. 57. The Significance of Crafts By Muhammad Shahid Anjum 3. 58. Historical Significance of Abbott Road By Mamoona Rahim 4. 59. Legal challenges to Cultural Preservation By Muhammad Tauseef 5. 60. Decolonizing Museum Narratives By Samavia Zia | <p><u>Effect of Augmented Reality</u> <u>M.N.R. Wijetunge, DW Kasun Gayantha, T Chandrasekera, UI Perera and Malthi Rajapaksha (Sri Lanka-USA)</u></p> <ol style="list-style-type: none"> 1. 64. Deconstructing Spirituality By Aleena Khan 2. 65. Echoes of Place By Adnan Mairaj Malik 3. 66. Artist as a Broken Person By Fajar Sandhu 4. 67. Creating a Storybook of Sign Language By Fahad Zakir 5. 68. Poetry of Faiz; Portraying Labour By Saira Bano 6. 69. Music in the Cinema By Arshad Khokhar 7. 70. Punjabi Orchestration By Usman Rana |

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| 8. 54. Entanglements with Colonial Nostalgia Zohreen Murtaza | 6. 61. Urban Space in Contemporary Painting of Ajaz Anwar By Muhammad Al | |
| 9. 55. Art of Pakistan Cinema Billboards By Dr. Umaira Hussain Khan | 7. 62. Theatre in Lahore By Sana Batool Naqvi | |
| | 8. 63. AKS: Fragmented Society By Amna Shahzad Arif | |

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| Book Launch by Israr Chishti | 3.00-3.30 pm |
| An Interactive Discussion with Sarmad Khoosat | 3.30-4.00 pm |

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| Panel Discussion- 3 (4:00-5:00 and onwards with some music) – Day 2 | |
| Music and Poetry (Wanjli Walarya - - ونجلى والرّيا) | |
| <ol style="list-style-type: none"> 1. Mr. Ali Azmat 2. Mr. Zulfiqar Ali Ataray (late) 3. Ms. Radhika Sood Nayak 4. Mr. Aasim Akhtar 5. Mr. Rake 6. Mr. Arshad Khokhar 7. Mr. Tahir Sarwar Mir | |
| <u>Mr. Usman Rana (Moderator)</u> | |
| <u>Mr. Israr Chishti (Conclusion)</u> | |

Picture and Closing

6:00 pm

Day-3: Wednesday 29 Jan 2025

Photo Walk... Searching the Film Frame ---نظارہ میں کراں with MHM (8:00 am)

Panel Discussion- 4 (11:00-12:00)

The Art Scene (Akaily Na Jana) اکیلی نہ جانا

1. Prof. Dr. Rahat Naveed
2. Prof. Quddus Mirza
3. Prof. Dr. Rukhsana David
4. Mr. Salman Asif
5. Dr. Kanwal Khalid
6. Prof. R. M. Naeem

Dr. Suraya Chaudhary (Moderator)

Prof. Rana Rashid (Conclusion)

Discussion-5 (12.00-1.00)

Theatre of Lahore (Shikwa na Kar) شکوہ نہ کر

1. Mr. Shahid Nadeem
2. Mr. Iftikhar Thakur
3. Mr. Zulfiqar Zulfi
4. Mr. Mohsin Gailani
5. Dr. Umar Adil
6. Dr. Salman Bhatti
7. Mr. Qaiser

Mr. Amir Nawaz (Moderator)

Mr. Khalid Abbas Dar (Conclusion)

Discussion-6 (2.00-3.00)

Searching for New Forms (Sahilo ki Hawa) ساحلوں کی ہوا

1. Mr. Nadeem Wahid
2. Mr. Irfan Asghar
3. Mr. Yaser Awan
4. Mr. Mohsin Akbar
5. Mr. Ajmal Hussain
6. MHM
7. Dr. Sharia Hussaini

Aysha A. Bilal (Moderator)

Prof. Chris Meigh Andrews (Conclusion)

Day-3: Wednesday 29 Jan 2025 (Closing)

CLOSING CEREMONY GRAND HALL (Venue A)

(3:30 PM – 6:30 PM)

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| Recitation of Holy Quran | | 3:30 PM |
| National Anthem | | 3:35 PM |
| Welcome and Closing Note | Prof. Dr Ahmad Bilal | 3:40 PM |
| Keynote Speaker | Prof. Chris Meigh Andrews (UK) | 3:45 PM |
| Guest of Honour | Mr. Sajjad Gul | 4:00 PM |
| Guest of Honour | Mr. Syed Noor | 4:10 PM |
| | Student Performances | 4:20 to 5:15 pm |
| Address by Patron in Chief | Vice Chancellor University of the Punjab | 5:30 PM |
| Address by Chief Guest | James Hampson Country Director, British Council Pakistan | 5:40 PM |
| Note of Thanks | | 6:00 PM |

Closing PIC

Tea (6:00pm – 6:30 pm)