



SRISHTI MANIPAL COLLECTIVE'25

Under Graduate Professional Programme



SRISHTI MANIPAL
INSTITUTE OF
ART, DESIGN & TECHNOLOGY
A Constituent Unit of MAHE, Manipal



MANIPAL
ACADEMY of HIGHER EDUCATION
(Institution of Eminence Deemed to be University)



Research from around the world shows that anxiety afflicts Generation Z much more than earlier thought across countries and cultures. Art Against Anxiety is a multi-disciplinary project that invites 8th Semester SMI students to engage using a variety of lenses with anxiety as the focus but with specific reference to Gen Z. This project is about exploring and proposing creative ways and means to understand anxiety from a Gen Z perspective, dive deep into its social and emotional causes and evolve ways of confronting and dealing with it. This can be done through film, storytelling, oral history, data mining, spiritual practice, art, counselling, and more. The possibilities are endless. The dynamics for 8th Semester Students are that they will be challenged to respond either artistically to the abstract or from a personal position, which they will define in response to the provocation. The project required the students to interact with the phenomenon of anxiety in terms of how it affects Gen Z. Phase one kicked off with intense research into what this condition is and will lead to. Depending on each student's specialisation, individual outputs have ranged from fiction, animation, visual narratives, infographics, immersive multi-modal VR experiences, books, illustrations, publications, branding, merchandise, advertising campaigns, to apps and interactive portals.

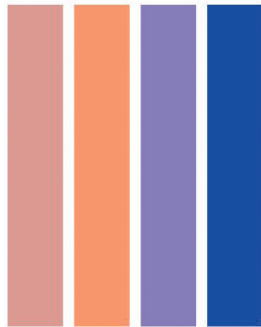


ART AGAINST ANXIETY

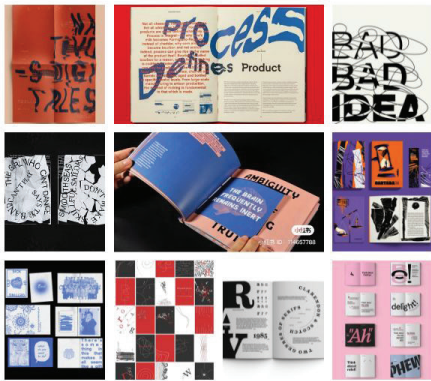
KUMKUM NADIG, NIRET ALVA



COLOUR PALETTE



MOODBOARD



TYPOGRAPHY

PODCAST
PODCAST
PODCAST
PODCAST

Monserrat
DM sans
League spartan
Poppins

PODCAST
PODCAST

Alike
Times new roman
Explores the impact of

This project explores anxiety and overstimulation through visual communication, using typography and poetic language to express what is often unspoken. Rooted in personal experience, it focuses on how anxiety feels—capturing emotional chaos, stillness, and tension. Through original poems and haikus, the project translates internal states into visual form, asking: what does anxiety look like when words take shape? The outcome is a series of typographic spreads that reflect the nuances of emotional experience, offering a space for resonance and slower, more introspective engagement..

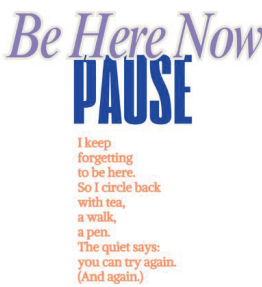
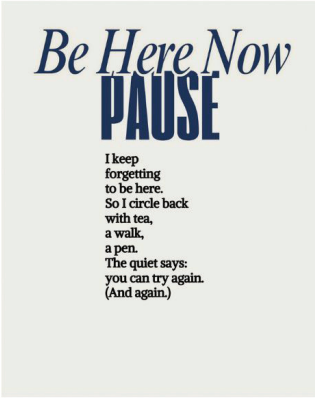


MINDFUL BREAKS

AIMAN TAUQIR

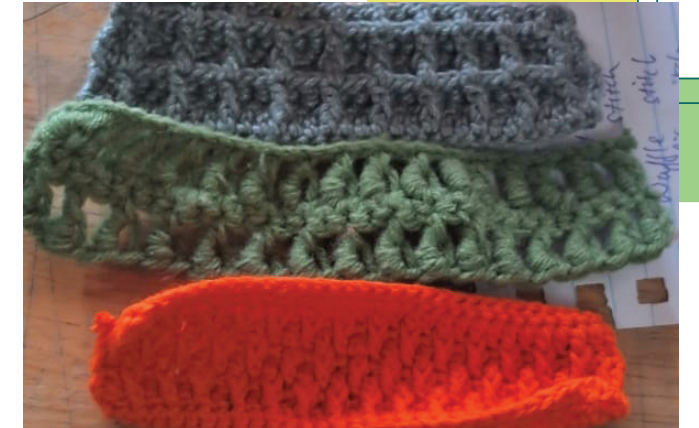
Visual Communication and Strategic Branding

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My project is an interactive crochet sensory installation where people can engage with texture, movement, and sound, to calm the mind. It is designed as a passage, a journey with six panels, each of which invites a different kind of interaction. First, there is a textured crochet wall to touch and explore. Opposite is a crochet anxiety ball to squeeze and experience its acupuncture effect. Diagonally across there is a mirror to look into, pause, reflect, and just breathe. In addition, a microphone and a speaker respond to sentences related to your sharing your state of mind. You can also untie the macrame knots. This creates a sense of detachment and creates perspective. There's also a space where you can write and share thoughts on anxiety, and check out a pocket where there is a little surprise is waiting for you! Crochet bead curtains create transition points. The installation encourages visitors to slow down, engage with their senses, and reflect. Connect with yourself through this interactive installation..



INTERACTIVE THREADS

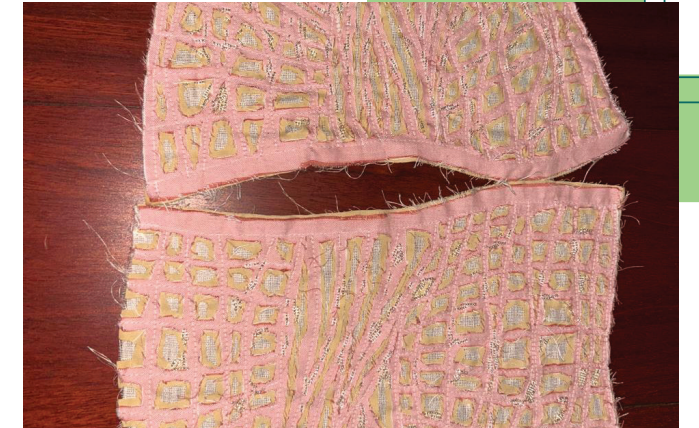
ANANYA CHANDORKAR

Human Centered Design

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This project is a textile-based exploration of emotional expression, focusing on the often-invisible experience of anxiety, particularly as manifested through hyperhidrosis. The project uses autoethnographic methods to translate deeply personal emotions into tangible textiles. Through consistent journaling, the designer documents emotional triggers and responses, aiming to trace the root causes of anxiety rather than just its effects. This emotional data is visualized through techniques such as transparent bead embroidery, hand dyeing, image transfer, and text-based interventions. The collection is divided into two segments: one that embodies the physical and sensory experience of anxiety, and another that reflects emotional processing and coping through introspection. Each textile artefact acts as a visual archive of inner states, inviting empathy and connection while challenging societal stigmas around mental health. 'In the skin of anxiety' positions textile as a medium for storytelling, allowing emotional landscapes to be worn, seen, and understood..



IN THE SKIN OF ANXIETY

ANSHU CHAUHAN

Industrial Arts and Design Practice

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we struggle to hide our emotions away but they seep out through the gaps. Journaling can be a powerful tool for easing anxiety. It's not about perfect sentences, but letting emotions flow freely without judgment. A journal is a private vault, a place of temporary comfort. But simply locking away emotions on paper do not make them disappear—they build up, waiting to resurface. The longer we avoid confronting our feelings, the heavier they become. Through this interactive ephemeral sculpture, I want to remind others not to bury their emotions, but to face them, so they don't become a silent weight pulling them down. Acknowledgment and acceptance is not only the first step of battling anxiety, but also the hardest one..



HIDE AWAY

MADHUMITA RAVEENDHRUN

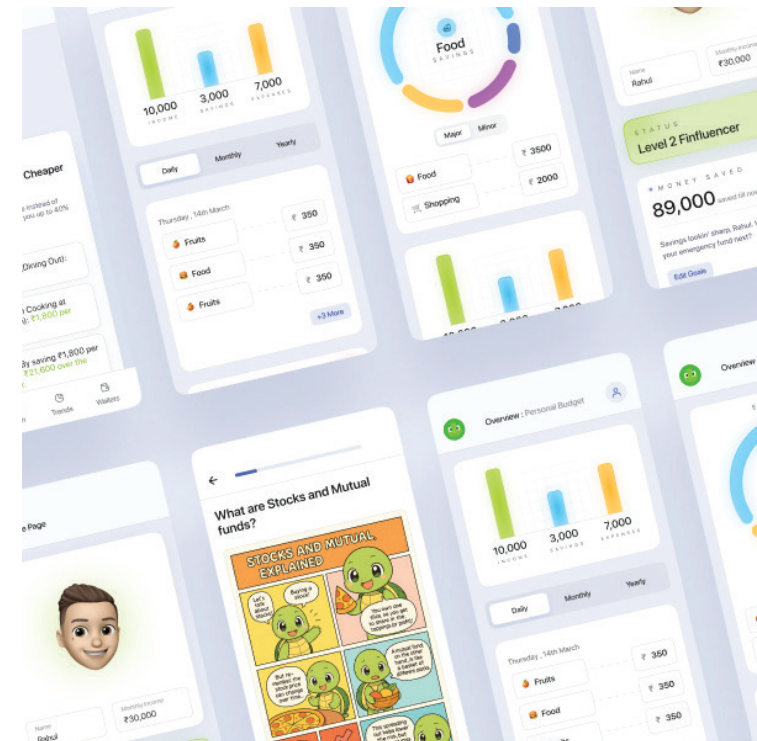
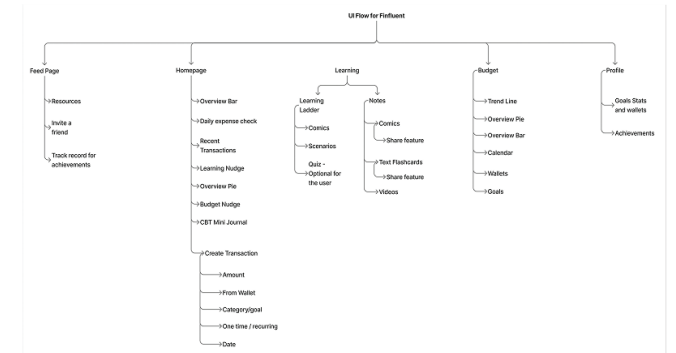
Digital Media Arts

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Finfluent is my attempt to redesign how young people experience money, not just manage it. The idea began with a simple observation: despite growing up in a digital-first world, my generation is deeply anxious about finances. We don't lack apps or tools; we lack systems that understand the emotional side of money, the fear, guilt, and self-doubt that comes with every swipe, tap, or impulse purchase. I started by exploring anxiety from multiple angles, health, nutrition, and financial behavior. But the moment I narrowed in on student finance, everything clicked. Through surveys and interviews, I found that small, daily expenses, like tea, food delivery, or cigarettes, were silently eroding financial confidence. UPI made spending frictionless, but with that ease came regret. Finfluent is a platform designed to bring back meaningful friction. It features a budgeting tool, CBT-based reflection journal, gamified learning modules, and a personalized AI financial coach. At the heart of it is Fin, a friendly tortoise mascot who nudges, encourages, and supports users like a calm financial buddy. Every design decision, from the copy to the learning experience, was crafted to feel less like a finance app and more like a conversation. From branding and product design to GTM strategy and unit

economics, I've built Finfluent as a complete intervention that helps students reduce financial anxiety and move toward long-term goals with confidence. This project isn't just about building a product, it's about reframing how we talk about money itself..



FINFLUENT

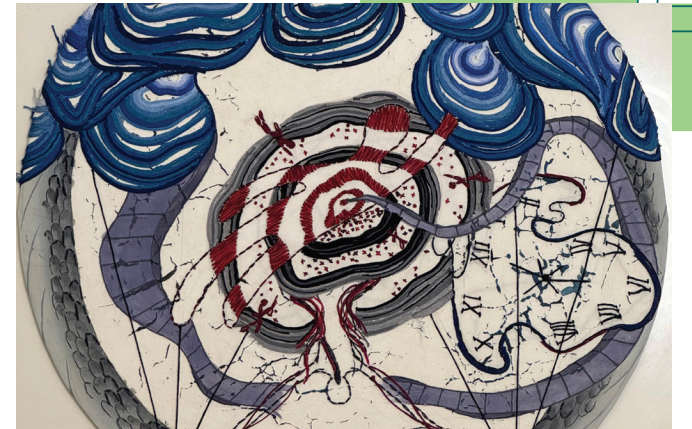
MOHIT DASGUPTA

Business Services and Systems Design

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This project explores my lived experiences with Obsessive-Compulsive Disorder (OCD), shaped by cycles of anxiety and fear. Using textiles as a medium, I translate the invisible patterns of intrusive thoughts and compulsions into tactile forms, creating a narrative of complex layers with intricate embroidery. The repetitive nature of stitching parallels the repetitive thought patterns central to OCD, enabling a layered, tactile approach to understanding mental health. This work aims to foster empathy, challenge misconceptions surrounding OCD, and contribute to broader discussions by promoting open, informed dialogue on mental health. By positioning personal narrative as a method of inquiry, this project seeks to validate embodied knowledge and offer a space of solidarity for others who share similar struggles..



NAVIGATING UNSEEN PATTERNS

NAVANA H R

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Practice

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Nommmaste is a wellness-focused brand that brings together nutritious eating and simple yoga practices to help young adults manage anxiety and feel more at ease. Created with college students and busy professionals in mind, Nommmaste offers customizable, genuinely healthy snacks developed with the guidance of a certified nutritionist. Through its easy-to-use app, users can personalize their snacks based on taste, mood, and dietary preferences. But Nommmaste goes beyond food—it encourages small moments of movement and mindfulness through yoga, helping people reconnect with their bodies and breathe a little easier. The brand focuses on mental well-being rather than weight loss, with an honest, approachable tone that makes self-care feel simple and enjoyable. Whether you're fueling up between classes or unwinding after a long day, Nommmaste is here to support you. Eat well, stretch gently, and say hello to a calmer, more balanced you—with Nommmaste..



NOMMMASTE

PARNIKA MALHOTRA

Visual Communication and Strategic
Branding

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This project explores how the pursuit of perfection often seen as a virtue, can become a hidden source of anxiety. In a world shaped by social media, competitive education systems, and relentless work culture, we are constantly pushed to appear flawless. These pressures create a distorted sense of self, fuelling fear of failure, chronic self-criticism, and emotional exhaustion. Through painting and mixed media, the work examines how perfectionism is not just a personal struggle but a socially reinforced ideal that demands constant performance. Drawing from personal reflections and responses from others, the project questions why we value perfection so highly and at what cost. By challenging these expectations, the work seeks to reveal that perfection is not always empowering. It can be limiting, isolating, and even self-damaging. This project invites more realistic, compassionate perspectives, encouraging viewers to embrace vulnerability, imperfection, and the messy beauty of being human. It is a reminder that imperfection is not a flaw, but a natural, human truth worth embracing and expressing.



THE ILLUSION OF PERFECTION

RITI WAGHRAY

Contemporary Art Practice

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My project aims to create a visual and auditory animated sequence that captures some of the prominent experiences of anxiety and its effects on my life, as well as how I have dealt with it. The narrative is that of a young adult dealing with the stresses of juggling multiple responsibilities - familial, academic and career as well as social and personal needs and wants. The protagonist, Pea, tries to manage anxiety through various methods like deep breathing, writing in a journal, finding a safe space to vent and recover and seeking help from peers, family and professionals, all with varying degrees of effectiveness. The film will culminate in a branched ending - a glimpse of a bad ending where Pea's anxiety consumes him and a good ending where Pea recovers or is able to live with his anxiety in a healthy manner. Visual and auditory cues are prioritised over dialogue..

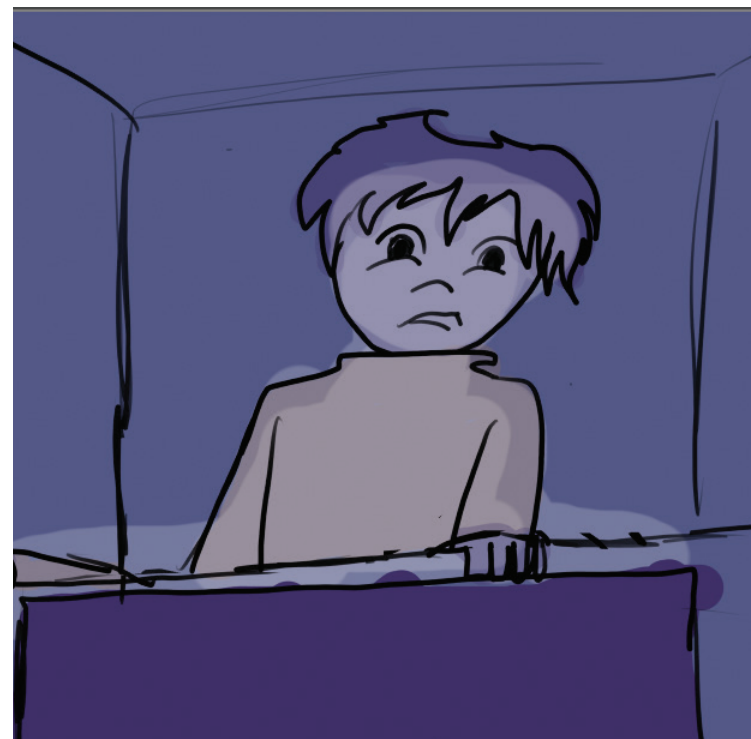


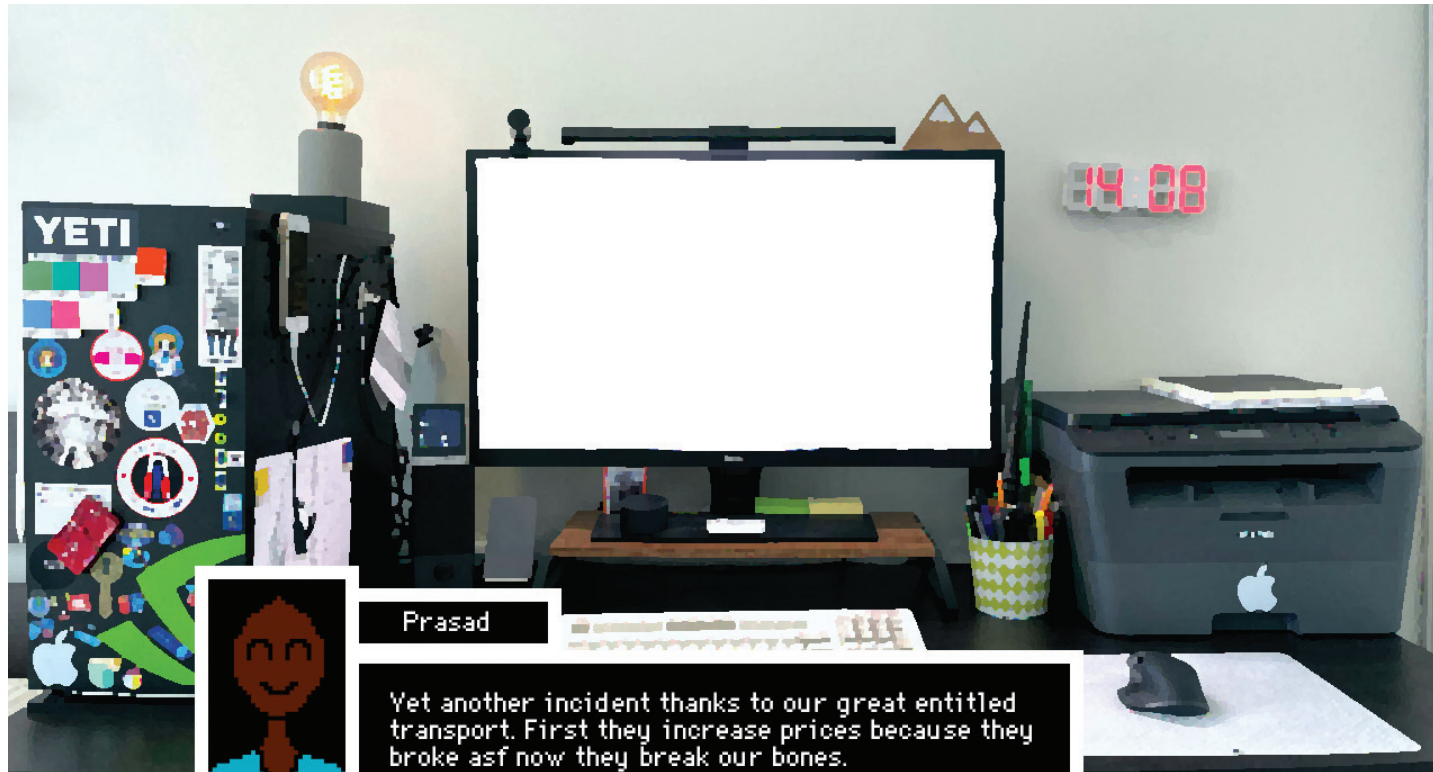
FAIL-STATE

ROHAN JENITH R

Digital Media Arts

r.rohanjenith@gmail.com





The innate goal within each one of us is to live a purposeful and valuable life to ourselves. The first step towards going forward in that direction is to be honest to ourselves. Our self-honesty is reflected in this commonly known quality of Self-Esteem. It determines one's confidence towards achieving a certain goal. It is that fire that drives us forward. If this fire goes, we lose belief in ourselves to be the better version of ourselves. That being said, we're in a world that brims with content and stimulation. Competition is constantly growing. The hub that connects the whole world; i.e the Internet is expanding in various ways. The world and our surroundings are going ahead. But we, as young adults who will carry humanity forward are often posed with this question to ourselves... "Am I really ready for this?". This self-doubt sows the seeds that begin the snuff our fire, bit by bit. One thing leads to the other and we start doubting our capabilities, we slowly stop believing in ourselves; we begin cooping ourselves in a bubble surrounded by a virtual wall; too scared to break away from it out of fear, anxiety, stress that the outer world shall bombard us. But this fire is realized only when we start to believe in ourselves. This self-honesty is what truly serves as a start to realizing our capabilities

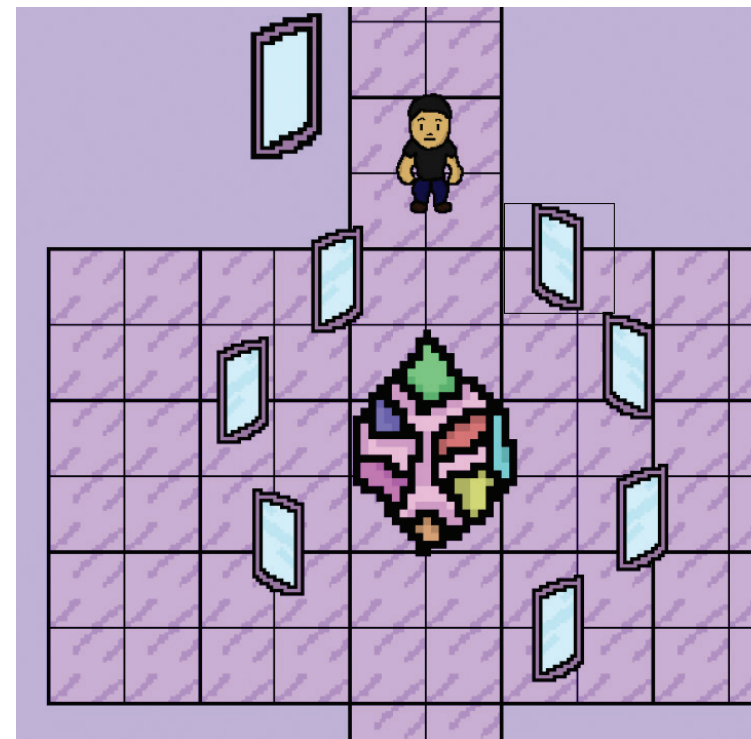
and sets ambitions. This project concludes in the production of a simple adventure game where we confront those emotions that snuff this flame through simple game mechanics. The way we play this game reflects us as players in the real world. How we tackle these emotions makes us reflect those qualities that build up our self-esteem and confidence to truly face the outer world. And also make us realize our true worth in the grand scheme of things..

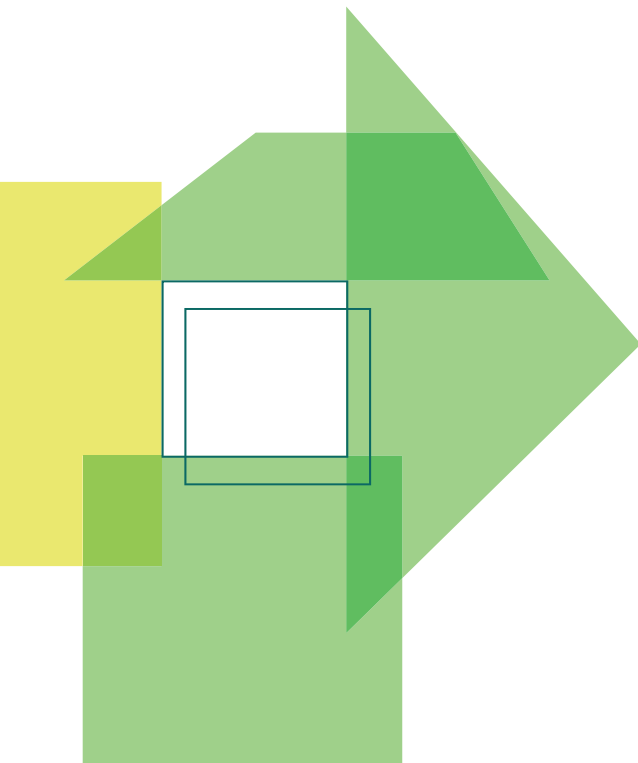
YOU'RE WORTH IT

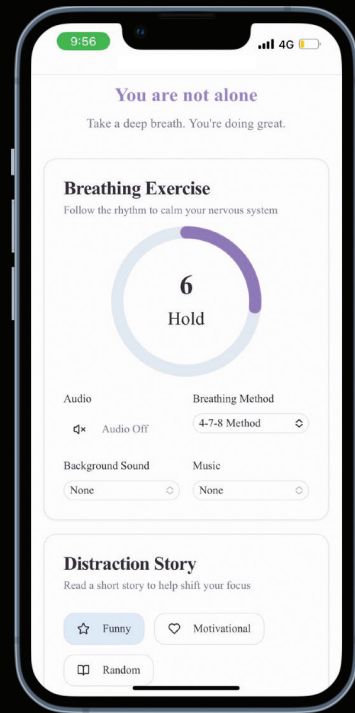
ROHIT SREERAM

Visual Communications and Strategic Branding

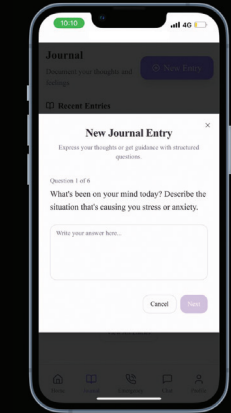
rohitsrm06@gmail.com



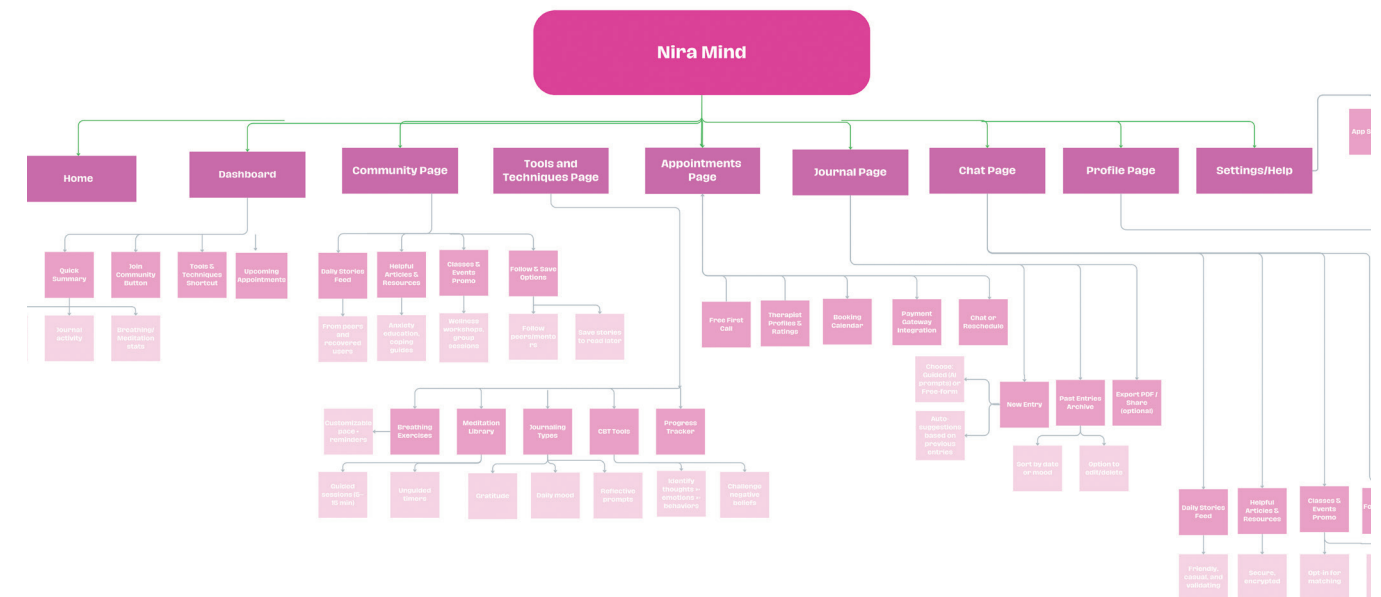




Nira Mind is a digital wellbeing app designed especially for Gen Z to help manage anxiety and overwhelming emotions in real time. The app provides a calm, supportive, and easy-to-navigate space for users to handle anxious moments quickly and safely. Key features include customizable breathing exercises with soothing visuals, guided journaling with reflective prompts, and an emergency panic button for immediate calming techniques. It also offers relaxing anxiety-reducing music, peer-to-peer anonymous chat rooms, and an AI companion for friendly conversations and emotional support. Built on evidence-based Cognitive Behavioral Therapy (CBT) principles, Nira Mind focuses on making mental health care accessible and non-intimidating. The app integrates smartwatch heart rate tracking, alerting users during spikes and offering instant calming exercises. The intent is to create a safe, judgment-free digital space where young people can openly manage their emotions, feel understood, and access immediate tools for emotional stability and self-care..



Information Architecture

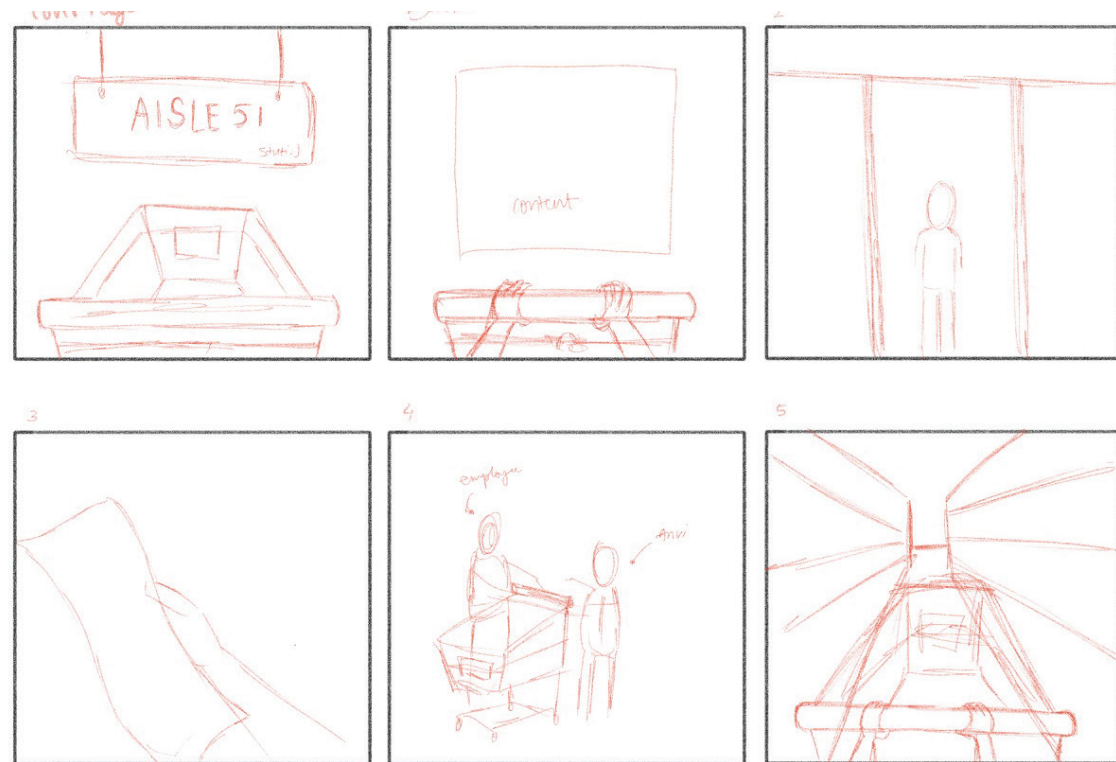


NIRA MIND

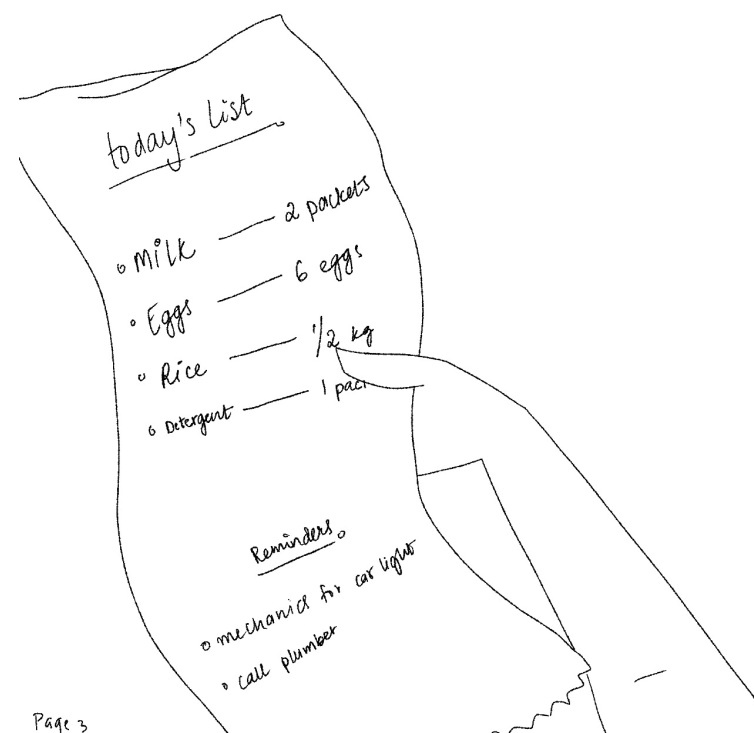
SNEHA PATEL

Business Services and Systems Design

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Aisle 51 is a bold, playful exploration of how brands tap into our anxieties to shape what, how, and why we consume. This thesis project unpacks the hidden psychology behind everyday shopping, from store layouts to emotional marketing tricks we don't even notice. It questions the fine line between desire and manipulation, asking: are we choosing, or just being expertly nudged? Blending research on consumer behavior with visual storytelling, the project turns the spotlight on the retail world's most subtle mind games. It's not just a critique, it's a visual rebellion against anxiety-driven branding, and a call for more conscious, empowered consumer experiences. Equal parts eye-opening and engaging, Aisle 51 invites you to step off autopilot and look closer at the spaces and systems we shop in every day..



Page 3

AISLE 51

STUTI JOSHI

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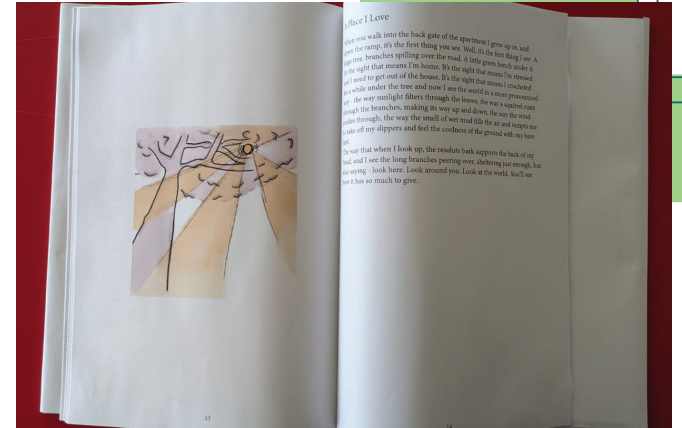
30.04

Been and Going

Written and Illustrated By
Sumedha Nair



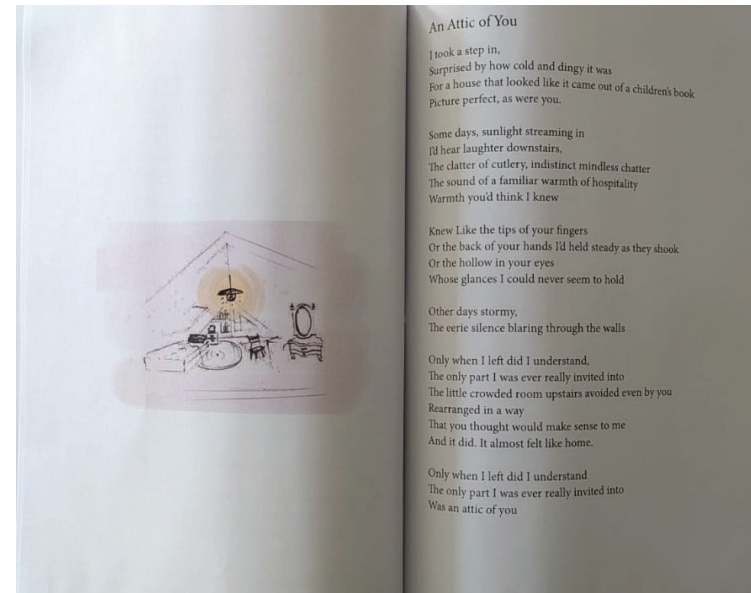
This thesis aims to go a step deeper, to investigate the roots of anxiety, what it's veiling us from, and why so. Anxiety at its core is only trying to keep us safe in a situation that it decides is bad for us. It's a manifestation of subliminal learnings from the socio-cultural context we live in. On questioning avoidance behaviours, it arrives at the question of the pain we are attempting to avoid. On a personal note, I narrowed down to the emotion of anger, and how it seems to go hand in hand with my anxiety. It starts with exploring anxiety on the surface – the symptoms, how to manage them, why it happens and is further heightened in the context of the digital world that we live in today. It then looks at the emotion of anger specifically, and the cultural implications that result in the gendering of emotions. Further, it explores how women are expected to present our anger in a socially acceptable way, and how the suppression of anger links with anxiety and heightened stress. Finally, this leads to writings and illustrations with the theme of what truly lies under the mask. The final book centres around rediscovering my sense of self, finding home within myself and in the people around me. A collection of poems and prose strung together to tell a story of letting go of what is not true and authentic to return to what is..

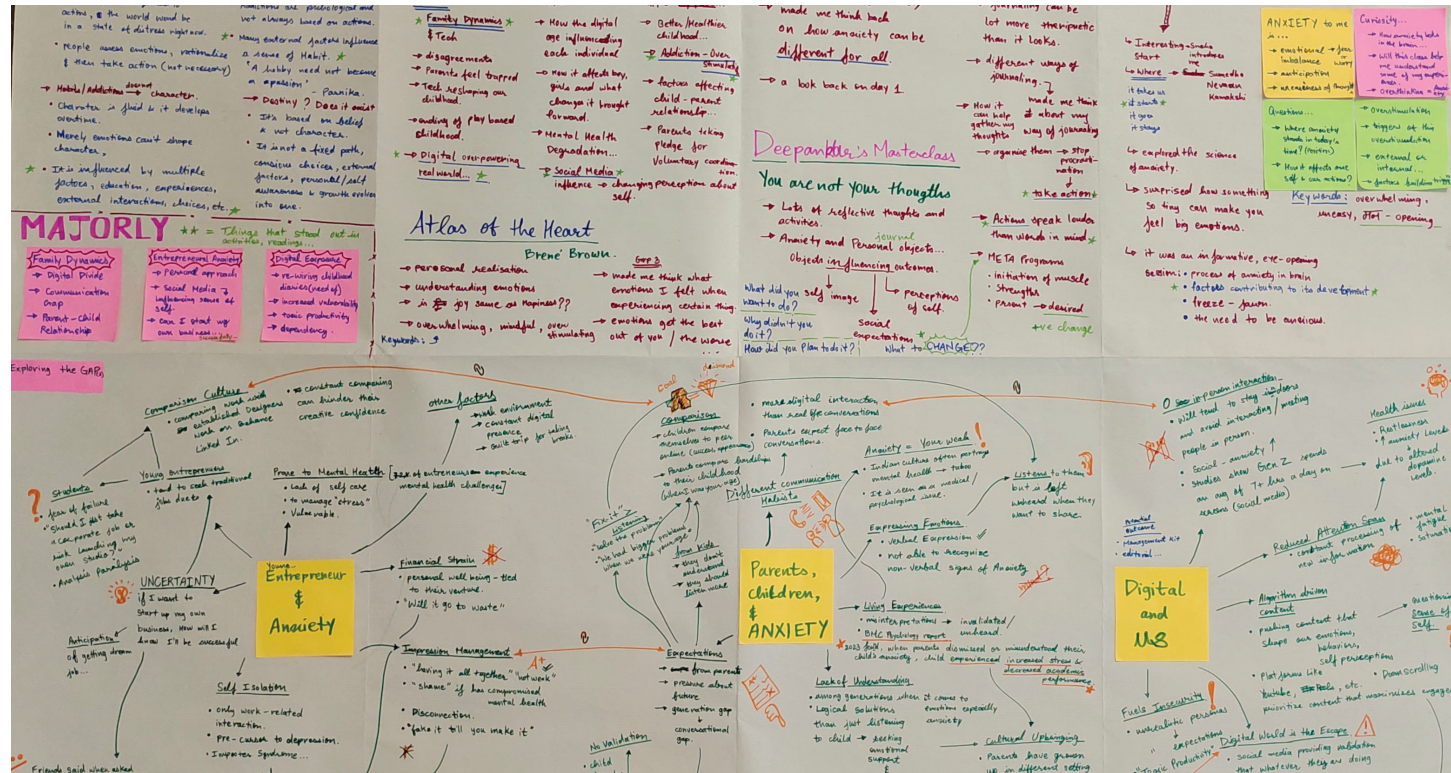


UNMASKING MY ANXIETY

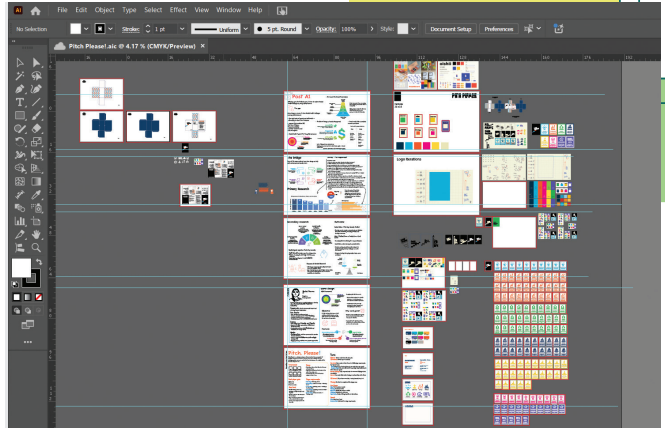
SUMEDHA NAIR

Creative Coding and Computation
sumedhan1009@gmail.com





Anxiety has a strong effect on Gen Z, not only on their decision-making but mental health as well. This project aims to look at inventive ways to assist this group of people in solving this problem. Our campus has many potential entrepreneurs but there are fraught by fear. This project seeks through gamification to confront the twists and turns of the entrepreneurial journey. The key feature of this game is that it acts as a reflection of real-life business environments which aim to drive decision making, productive resources, and human skills for thinking and problem-solving. Through this project the theoretical and practical were brought together as the new mental health tool was made available to the world of business..



PITCH PLEASE!

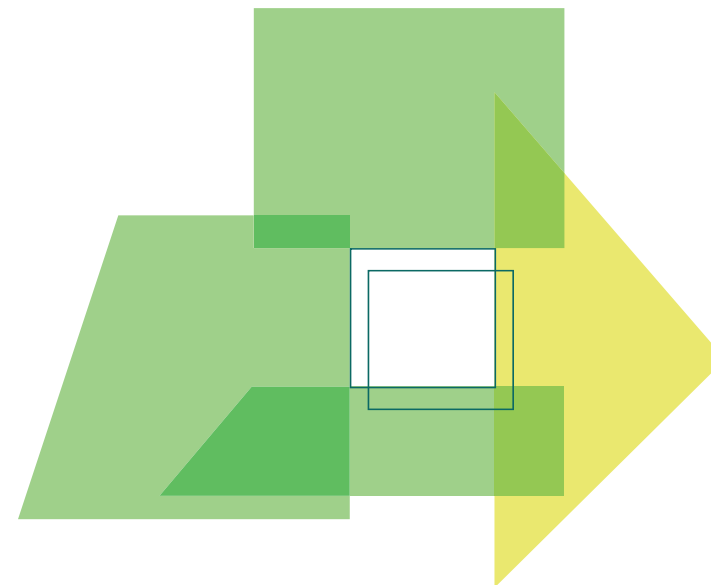
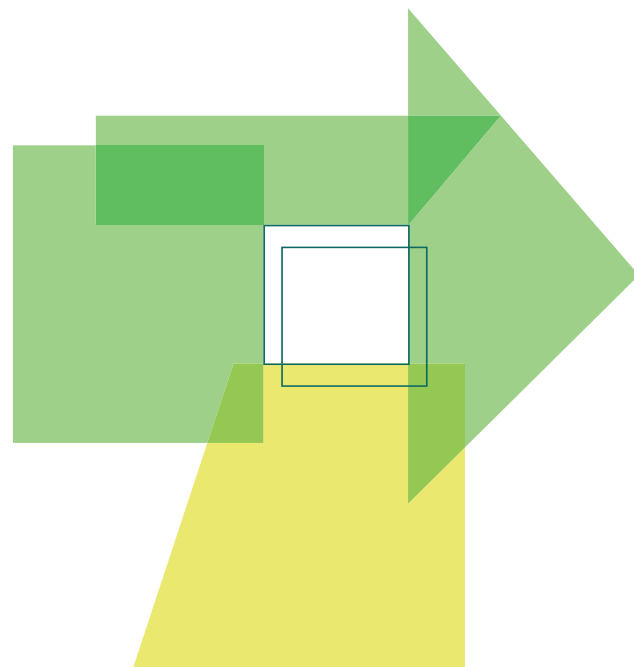
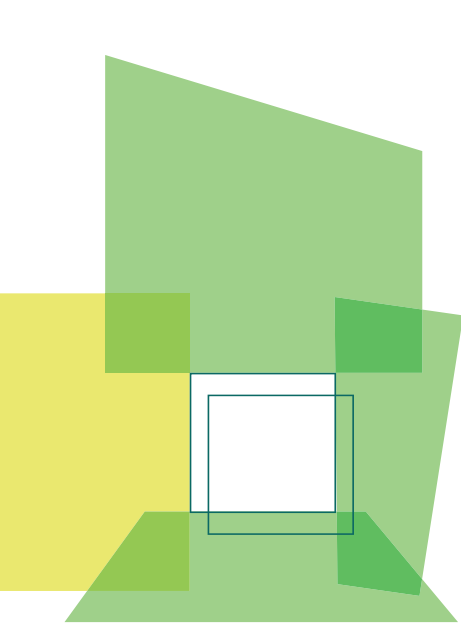
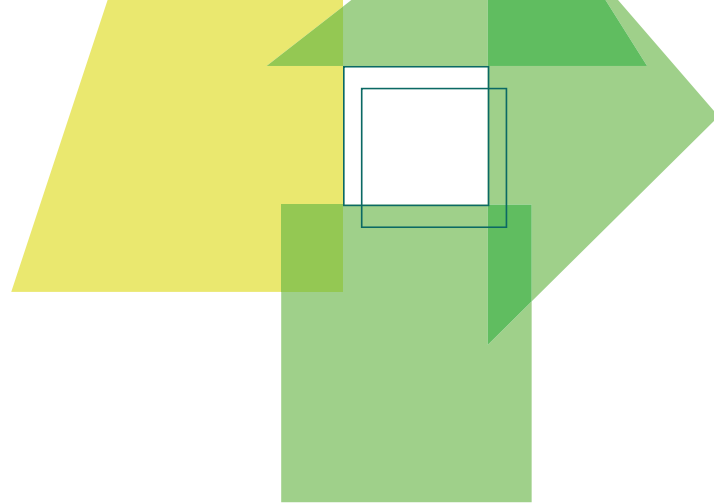
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30.04.20



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