

Weaving and  
Unweaving  
with KAP

Cineमाँ  
Lovers

Reinventing  
Industries



**IPS  
UM.**

Nov. 22, 2020



Illustrated by Ananya Mohan

Kitsch, pronounced as kitch-en (without the en) is an art form that looks exactly like how the word sounds. It's garish, poor, so bad that it's almost good, quite like our lives. Kitsch is appreciated ironically, and humorously, for its personal or sentimental value. Think of it as a Spanish telenovela, tooth-rottingly melodramatic, but you're hooked, and you end up loving it. Its not for the high, sophisticated palette. It is quirky, massy, has undertones of rebellion, without being controversial.

Raja Ravi Verma was one of the first artist in to bring this visual culture in India in the late 1880s. His art provided future templates for Indian Kitsch. Kitsch soon aligned with the peculiarities of the Indian ethnicity, without being ethnic, and drawing its inspiration from the culture, became a unique, flamboyant and ever in style art form, expressed through art, print, photography and fashion. It's a ridiculous romanticism of elements of the Indian society like chai, kettle, tin boxes, the trucks and cycles, a rickshaw, a street, designs and patterns,

animals, objects, and flowers. In colours of vermillion red, neons, pinks and royal blue, it is rich but cheap, and allures you like a child drawn to candy. These eye-catching symbols are so innately attractive and Indian, they're sentimental. This sentimental imagery translated into an aesthetic of its own, the Indian Kitsch.

From truck art to Bollywood Posters, kitsch seeped into Indian lifestyle, fashion, accessories and home decor. Indian graphic, advertisement and commercial industry and typography used the repulsiveness of its vibrancy to evoke experimental tendencies in Indians. Kitsch is everywhere, on your curtains, bedsheets and cushion covers, glasses, coffee mugs and tote bags, the posters of gods and goddesses in your home, your shoes and clothes (if you're adventurous), in the rickshaw you sit and the truck that asks your rickshaw to 'Horn, ok? Please'. It is traditionally urban and effortlessly in your face

- Rucha Gavane



Illustrated by Saachi Shah

**“Frankly, I didn't want to do design”**

### Story of Krishna Amin Patel

You don't expect these words to be said by the textile designer Ms. Krishna Amin-Patel, The co-author of *Fibre and Loom: The Indian Tradition* and the founder of KAP, her line of clothing.

In fact, when her father got her admitted to NID, she went to St.Xavier's for a month, to study with her friends until she was caught! So, how did she become the reputable designer she is? She did it one Coca Cola bottle at a time; weaving and un-weaving through the experiences that came her way. “Everything in my hands, oh god I loved it” she said, while constantly experimenting with materials. She crossed the Sabarmati sand to visit Calico Museum, saved saree scraps, modeled for Calico mills, which built her an eye for excellence. This made her the 'great tearer of artwork'.

The students frequented trips to village artisans to learn the local weave. One such visit was to a village, Bhujodi, in Gujarat. After working with a weaver, she accompanied him to deliver the goods to a member of the Rabari tribe, and when the weaver's shadow fell on the house, the Rabari woman frantically sprayed holy water on the wall, since the

Illustrated by Rishabh Mohan Chatterjee



weavers were considered to be of a lower class. This disturbed young Krishna and consciously impacted her work in the future. After completing her course, Ms.Krishna worked on the Jawaja Project in the 70s. The Jawaja Project was a development project of a group of villages in Rajasthan where leather and weave was dying. It was a collaboration between marketing and design with an aim to create a 'Rural University'. The university was not a building, but rather “a concept that imparts not literacy, but education”. The outcome of this project was the rise of educated and equipped craftsmen with some classic works of art in the Indian household.

Ms. Krishna continues to work towards empowering the Indian crafts with KAP. She's made a marvelous impact on the lives of Indian craftsmen and to think she started with “Frankly, I didn't want to do design”.

- Chandni Desai

# Rise of the Planet of IOT

- Abhishlok Goel

## Airbus : Factory of the Future

To say that the assembly of a commercial jetliner is an elaborate affair, would be an understatement. Such a craft has millions of components and tens of thousands of assembly steps, and the cost of mistakes made during the process can be enormous. To tackle the complexity, Airbus has launched a digital manufacturing initiative, Factory of the Future, to streamline operations and bolster production capacity. The company has added sensors to tools and machines on the shop level and given workers wearable technology — including industrial smart glasses — designed to reduce errors and bolster safety in the workplace. In a procedure, called cabin-seat marking, the wearables enabled a 500% improvement in productivity while nearly eliminating any chance of mistake.

## Boeing : Using IoT to Drive Manufacturing Efficiency

Aviation pioneer William Boeing quipped that -it behoves no one to dismiss any novel idea with the statement, 'It can't be done'. The multinational aviation company still subscribes to that ethos. It works towards the long-term goal of making its services offer more value than its products while being the most valuable information provider in aviation. The company has made significant strides in transforming its business. Boeing and its Tapestry Solutions subsidiary have aggressively deployed IoT (Internet of Things) technology to drive efficiency throughout factories and supply chains. While steadily increasing the volumes of connected sensors embedded into its planes.

## Amazon : Reinventing Warehousing

The online retail giant is an innovator when it comes to warehousing and logistics. As MIT says, Amazon is "testing the limits of automation and human-machine collaboration". While the company's ambitions to use drones for delivery has won considerable media attention, its fulfilled warehouses use armies of Wi-Fi-connected Kiva robots. The basic idea behind the Kiva technology, which Amazon acquired for \$775 million in 2012, is that it makes more sense to have robots locate shelves of products and bring them to workers rather than have employees hunt for products. In 2014, the robots helped the company cut its operating costs by 20%, according to Dave Clark, the senior vice president at Amazon.

## Bosch : Track and Trace Innovator

In 2015, Bosch launched what would be the Industrial Internet Consortium's first testbed. The primary inspiration behind the so-called Track and Trace program is that workers would spend a sizable amount of their time hunting down tools. So the company added sensors to track them, starting with a cordless nutrunner. As the resolution of the tracking becomes more precise, Bosch plans to use the system to guide assembly operations.

# Disconnected...

- Taanya Chowdhury

## The Rise and Fall of Skype

PEER TO PEER, yes, that was the aim with which the handy telecommunication software came into existence. Years ago, Niklas sensed the need of an upcoming human requirement. In the time when communication was just linked to phone calls, he came up with the idea of FACE-TO-FACE interaction with voice over IP, through the internet.

Two men developing KAZAA, a peer-to-peer file sharing application, stretched their knowledge to the develop of the most popular video conferencing software and launched 'Skype' on august 2003, which within 18 months attracted around 23 million people in the world. It's popularity overpowered the traditional telecom companies and raised their stakes. Soon, video call was only recognised as Skyping and was the only medium majorly used for video communication. Hitting the 100 million downloads mark, it geared up the usage of broadband.

In a race with the other upcoming google upgrades or similar video conferencing apps, Skype kept improving its interface. When Skype was being loved by all, E-bay had their eyes on Skype, to create an amalgamation of telephonic company with online auction. it was an absolute breakthrough moment, but later on it seemed like its acquisition of Skype had not been a runaway success, as

people didn't find the need to make deals on video call over E-mails. This probably was the first step towards the breakdown of Skype and it continued as a standalone software.

Microsoft acquired it later on, and Skype wasn't being upgraded anymore, rising the competition. This was the turning point for Skype. While generating a good business value, Skype failed to generate



Illustrated by Fiona Sheth

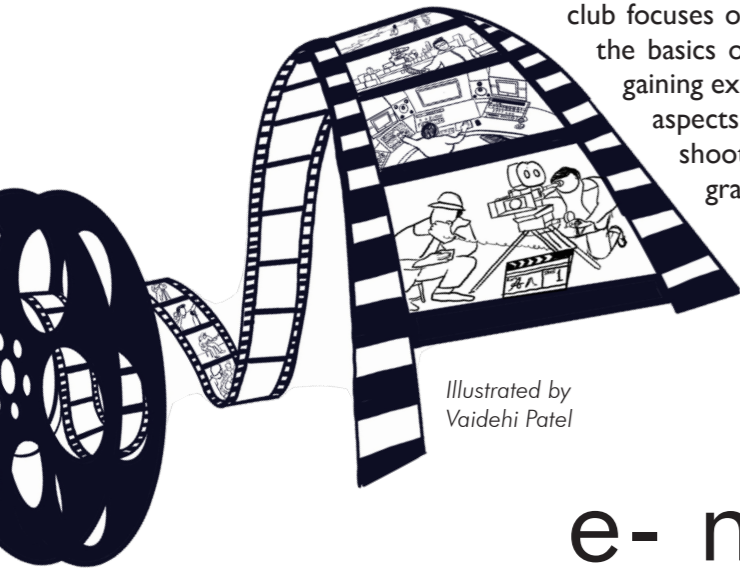
enough profits.

They probably decided their premiums over future usage expectations and not the reality. They provided cheap calls to oversea customers, but charged for prepaid calls.

Other telecommunication companies observed the problems the customers were facing with Skype, and improved their softwares accordingly. Within no time, its competitors started winning to Skype. During the present pandemic, Zoom, another video communication application, offered its customers better options and facilities, which lead to the complete downfall of Skype.

# for the Cinephiles

Coming from different backgrounds, it was the passion for filmmaking that got Divyam, Muhil V, Akhil Raj and Aniruddh Sarkar together to start this journey of "Make Films Club" with the vision of learning from each other. The club focuses on teaching and learning the basics of filmmaking as well as gaining expertise on one or more aspects of it like storyboarding, shooting, editing etc. gradually.



Illustrated by  
Vaidehi Patel

The opportunity for in-depth learning in various sectors of the processes like sound design, animation etc. and the system of constructive feedback is what makes this club different from the curriculum courses. Divyam said, "Since we share a passion for making films, we polish it everyday in different ways". What one wants to make is boundless hence the club is named "make films." Once on-campus learning resumes the club is looking forward to produce films by working together as a proper crew. "Our vision is to build a team and not hierarchy", said Aniruddh.

- Hitali Bhonde

## e-motion

It was a new experience for the Fourth year Department of Design students. Srishthi Datta, Vashishtha Dubey and Dhanvi Shah to create a film in the lockdown. While time management was better online, the energy of being in the same room, pondering over ideas was missed.

The poem in the film, edited by Srishti was a "pin in her brain" and acted as a starting point. They thought the subject of domestic violence best brought out what the poem conveyed, touching their hearts.

A lot of research, reading, character development and exploration went into the topic. The unique and ambiguous look of the characters was inspired from Bengali paintings, the brow, fish eyes and nose made sure

that the characters don't typecast the survivors or the oppressors, keeping it simple and abstract, with an Indian touch.

Storyboarding was the next step. Vashishtha and Srishti handled the animation and the visual look of the film respectively to create the Animatic (an animated storyboard). Dhanvi worked on the sound design by collaborating with other musicians, using a deep Cello musical tone as a base, layered with two or three other musical instruments matching the mood of the scene.

The film was made during the Apprenticeship period in the months of July and August, what was thought to be completed within a month took two. The guidance which they received from their mentor Mr. Rahul Ranadive, was of great importance for making this film stand out at an international level.

- Rucha Gavane and Ashwin Suresh



Illustrated by Vashishtha Dubey

HackNC 2020, is a design sprint, held for 3 days, starting 16th October, by the North Carolina University. With student organisers, about 700 participants teamed up for the competition and worked towards global problems like sustainability, healthcare and education.

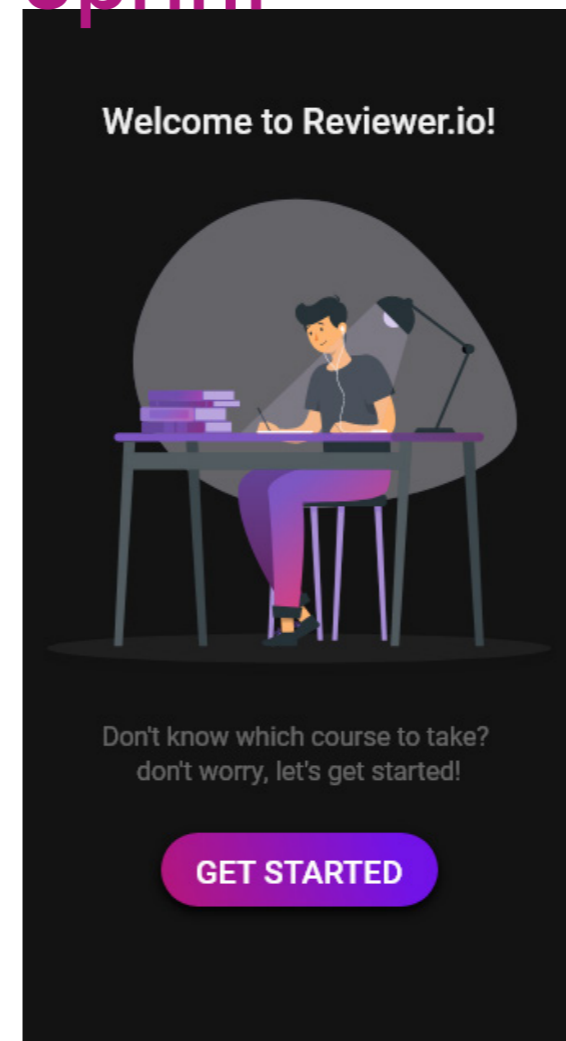
The creators of 'reviewer.io' backing the first prize in their category, consisted of fourth year Department of Design student, Ananya Gupta and three other members from another university. They aimed to provide students guidance to select the right program course. Ananya and team made a UI mock up for an open forum platform to give anyone the access to education through technology during the pandemic. With experienced individuals, suggestions regarding the selection of electives, anyone can ask questions and answers can be given by those knowledgeable about the topic.

Catering their idea in front of a user, the group won 3 awards in 3 different categories. An explorer category award, a top 20 best hacks award, and the sponsor award, getting them a sponsorship from WolframAlpha, a platform for learners. The most prestigious thing for them was to get a donation made of \$500 in their titles to an NGO working for children.

Ananya says that a global competition like this, with people from different backgrounds, helps a lot in experience, learning and opening your mind and is a great exposure to the working environment, for achieving goals and learning teamwork.

- Shlok Parihar

## Hackathon Sprint



- UI page developed by Ananya Gupta

## UP FOR ANOTHER ROUND?

Association of Designers of India (ADI) is a network of professional design community focused on creating awareness and excellence in design practice. ADI has provided a platform for student design competition called "Battle of Projects".

This competition has several categories industrial, graphic, packaging, furniture etc. and is for design projects done by students as a part of their curriculum. Being an integral part of the Pune Design Festival the winners of each category would be awarded "ADI Design Excellence Award". Entries for this are accepted till 31 December 2020.

- Hitali Bhonde



Chandni Desai  
Dhvani Mewada  
Hitali Bhonde  
Ashwin Suresh  
Poorva Sharma  
Kriti Maloo  
Krina Barad  
Prachi Shethji  
Jay Dasadia  
Rucha Gavane  
Vedsri Sah

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Cover page and back page art  
Prachi Shethji

