DESIGN: THE INDIA STORY



DESIGN: THE INDIA STORY celebrates the inventive and adaptive spirit of India. A spirit that equally reverberates through the country's pioneering entrepreneurs, grassroot innovators and disruptive designers.

The dual exhibits are a homage to adept skill and evolved thought that are reflected in the objects and ideas born out of the Indian context

Through twin shows - across two befitting venues in Mumbai's art district - DESIGN: THE INDIA STORY contemplates the thought process and practice of design in the subcontinent.

300 everyday objects of India journey 150 years in Objects Through Time and document their historical origins and the cultural influences that have shaped their biographies.

A distillation of 8 philosophies provide the pillars of Ideas Through Time. Culled from Ancient Indian thinking these concepts are pertinent to the present and future of design globally.

One_Part 1_v2_CTC FINAL.indd 2-3 2/6/17 11:16 AM

ADANI GROUP

COMPANY

The Adani Green Energy Ltd. subsidiary is dedicated to building integrated ecosystems that promote renewable energy. Currently, the company has power projects underway in nine states.

AIMÉ ARGAND

PHYSICIST, CHEMIST

The patented Argand lamp made significant improvements to the traditional oil lamp by adding a circular wick, glass chimney and a mechanism to adjust the wick.

ALL INDIA RADIO

NATIONAL RADIO BROADCASTER

AIR traces its history to 1927 and today it is the largest public network of its kind in the world, covering 99.18% of India's population through 419 stations that relay programmes in 23 languages and 146 dialects.

AMBRISH ARORA

ARCHITECT

Studio Lotus, co-founded by Arora, is a multidisciplinary firm works to encourage local resources, building technologies and social practices.

DR. ANIL RAJVANSHI

INNOVATOR

Dr. Rajvanshi is director of Nimbkar Agricultural Research Institute (NARI) and amongst other pioneering projects in rural development, he is credited with inventing the NARI Lanstove – a kerosene lantern-plus-stove.

ANITA LAL

ENTREPRENEUR

Lal established Good Earth in 1996. Today, the brand is recognised for its trademark style of adapting traditional arts and crafts.

ARDESHIR CURSETJEE

SHIP BUILDER, ENGINEER

Cursetjee is credited with introducing gaslight to Bombay. It is said that he set up a foundry at his residence, entirely on his own expense, to produce the fuel.

ARDESHIR GODREJ

ENTREPRENEUR

This visionary established Godrej & Boyce in 1897 with the ambition of building an Indian company that was better than foreign brands. He acquired multiple patents in his lifetime and his inventions have crucially shaped the home security systems industry.

ARTHUR COMPTON

PHYSICIST

Research reports by this Nobel laureate enabled General Electric Company's engineers to develop fluorescent lamps, now popularly known as 'tubelights'.

ASIAN PAINTS

COMPANY

Founded in 1942 by Champaklal H. Choksey, Suryakant C. Dani, Arvind R. Vakil, Chimanlal N. Choksi, Asian Paints is India's largest and Asia's third largest paints company today. It has altered the perception of wall coverings with consistent innovation.

ATOMBERG TECHNOLOGIES PVT. LTD.

COMPANY

Founded by IIT-ians Manoj Meena and Sibabrata Das, Atomberg is a start-up that aims to tackle the energy crisis of India by developing smart home appliances that are competitive on the price and design front.

AYUSH KASLIWAL

PRODUCT DESIGNER

This Jaipur-based designer is known for adapting local and sustainable material and craft techniques to mass production of home objects.

BENGAL POTTERIES LTD.

TABLEWARE BRAND

Bengal Potteries became the first Indian company to manufacture bone china, in 1955.

B. E. S. T.

UNDERTAKING FOR POWER SUPPLY

Established in 1905, Bombay Electric Supply and Tramways Co. Ltd. was one of the main providers of electricity in Bombay. In 1926, the Company even set up a showroom to encourage the use of electric appliances, playing a crucial role in the adoption of new technologies.

BHARATH RAMAMRUTHAM

PHOTOGRAPHER

Known for capturing Indian architecture and design through a lens that articulates the distinct time-culture that shapes the identity of a space.

BHARAT SANCHAR NIGAM LTD.

TELECOMMUNICATIONS PROVIDER

BSNL is a state-owned telecommunications provider that boasts of the widest connectivity, reaching close to 5000 towns and cities and over six lakh villages.

BUSH RADIO

COMPANY

Amongst other foreign brands, Bush, Philips and Ekco radios became popular such that – over the years – these companies scaled up their operations, setting up manufacturing units in India to meet rising demand.

BUTTERFLY GANDHIMATHI APPLIANCES LTD.

COMPANY

The Mixer Grinder is a staple in all Indian homes and catering to mass demand are brands like Butterfly that manufacture stylish models at competitive prices.

CALCUTTA ELECTRIC SUPPLY CO.

COMPANY

India's electrification story began with the Calcutta Electric Supply Corp. Ltd. providing electricity to the city, through their India-agent Kilburn & Co. From 6,000 in 1912, today, CESC has more than 2 million subscribers.

CAUVERY POWER SCHEME

HYDROELECTRIC POWER PROJECT

Backed by the princely state of Mysore, Cauvery Power Scheme (1902) was Asia's first hydroelectric project. At the time, it boasted of the world's longest wires that ran 140 kilometres and the plant is operational even today.

CROMPTON PARKINSON WORKS LTD.

COMPANY

Established as a joint venture in 1937, the company was known for lighting and other electrical fixtures. Crompton Greaves (as it is now known) has expanded operations to products related to power generation, today.

DESIGN TEMPLE

DESIGN STUDIO

Founded in 1999 as a multi-disciplinary design studio, Design Temple continues to function as a dynamic platform for contemporary Indian design.

DIEDI VON SCHAEWEN

PHOTOGRAPHER

This German photographer captures habitats and has accrued international acclaim for her documentation of vernacular architecture in Asia and Africa.

DIVYA THAKUR

DESIGNER, CURATOR

Through her various endeavours over the past 25 years, Thakur has been amongst the key contributors shaping and defining the contemporary Indian design language.

DOORDARSHAN

PUBLIC SERVICE BROADCASTER

Television broadcasting began in 1965 and for several decades Doordarshan remained India's sole programming network. Even today it one of the largest broadcasters in the country, with 67 studios.

SIR DORABJI TATA

INDUSTRIALIST

Sir Dorabji Tata established Tata Steel and Tata Power. Due to his untiring efforts the Tata Group grew from three cotton mills and the Taj Mahal Palace in Mumbai to a modern industrial conglomerate.

EARL SILAS TUPPER

CHEMICAL ENGINEER

Earl Silas Tupper founded Tupperware in 1946 that revolutionized storage world over with stackable, airtight and colourful plastic containers.

ERCOLE MARELLI

COMPANY

Ercole Marelli was an Italian firm and one of the largest fan manufacturers of the early 20th century. The company extensively exported its 'electrical air agitators' across the globe and is known to have introduced elegant and more practical designs for homes.

FABINDIA

COMPANY

Established in 1960 by John Bisell, Fabindia preserves India's traditional handicrafts by linking more than 55,000 craftsmen to an urban audience, through contemporary and sustainable furnishings, fashion and lifestyle products.

GARIMA AGGARWAL ROY

FURNITURE AND INTERIOR DESIGNER

An alumna of National Institute of Design, Garima's work is inspired by Mr. M.P. Ranjan's practice of working with sustainable material like bamboo.

GEORGE NAKASHIMA

ARCHITECT, WOODWORKER, FURNITURE DESIGNER

One of the most prominent 20th century designers – Nakashima's utilitarian forms evolved from intense craftsmanship and integrity to structure and material.

GENERAL ELECTRIC

COMPANY

A pioneer in all kinds of electrical technology, from lighting and fans to televisions, refrigerators and cooking appliances, GE of USA began its India-journey by facilitating the Cauvery Power Scheme.

GENERAL ELECTRIC COMPANY

COMPANY

Established in 1886 in London, GEC sold all kinds of electrical goods and components and gained superlative fame for its tungsten filament lamps. The company extensively exported to countries across the globe.

GIRA SARABHAI

PHILANTHROPIST

Gira Sarabhai, along with her brother Gautam Sarabhai, played a crucial role in establishing the National Institute of Design, Ahmedabad. At her behest, the college hosted renowned designers like George Nakashima in the 1960s.

GIROLAMO SAVONAROLA

PREACHER

The structure of the X-frame Chair or Scissors Chair - that developed in the 15th and 16th century - is popularly associated with Girolamo Savonarola.

GODREJ ARCHIVES

BUSINESS ARCHIVES

Established in 1997, under the chairmanship of Sohrab Godrej, Godrej Archives documents and makes available for research the history the Godrej Group that is inextricably linked to the industrial design timeline of India.

GOPALAN SUNDERRAMAN

INNOVATOR

Sunderraman is the dynamic force behind Godrej's Breakthrough Management and Disruptive Innovation initiative. Chotukool – a patented low-cost refrigerator – that cuts dependence on electricity and servicing costs is his brainchild.

GREENWAY APPLIANCES

COMPANY

Founded in 2011 by Ankit Mathur, Neha Juneja and Shoeb Kazi, Greenway has developed an impactful replacement to traditional *chulhas* that works on all solid biomass fuels and yet significantly reduces smoke emissions.

GUGLIEMO MARCONI

ENGINEER

Marconi received the British patent for inventing radio telegraphy in 1896. He established Marconi Wireless Telegraph Co. Ltd. to propagate his new invention and even played a fundamental role in founding the British Broadcasting Company (BBC).

HAWKINS COOKERS LTD.

COMPANY

Established in 1959, Hawkins has three factories today and has sold over 72 million pressure cookers and cookware around the globe.

HERBERT JOHNSON

ENGINEER

Herbert Johnson is credited with inventing the electric mixer in 1908. His Hobart mixer was meant for commercial enterprises and was employed by large bakeries and the US Navy.

HITKARI POTTERIES

COMPANY

Hitkari ruled the Indian market for bone china for several decades and at its peak - in the 1980s - the brand exported to England, Australia, Canada and the US.

HYDERABAD ALLWYN LTD.

COMPANY

Founded by the Government of Hyderabad in 1942, Allwyn was a white goods and engineering company. The brand is said to have manufactured India's first refrigerator in 1958 – in the same year that Godrej achieved a similar feat.

IGNACY ŁUKASIEWICZ

PHARMACIST, INDUSTRIALIST

Lukasiewicz set up the world's first oil refinery in 1856 in Poland. He was also the first to distil kerosene from petroleum and successfully use it for lighting, thereby disrupting the whale-oil industry and initiating a brand new mode of technology.

INDIA ELECTRIC WORKS

COMPANY

In 1924 India Electric Works Ltd. was established as India's first manufacturing unit for electric fans. The company's success encouraged other brands to set up factory.

INDIAN TELEPHONE INDUSTRIES LTD.

COMPANY

ITI was set up in Bangalore in 1948 to provide telephone equipment to Independent India. Today the company has grown to six manufacturing units and also produces mobile equipment and GSM technology.

INDIA URBAN

COMPANY

Working from the premise that good design is for all, India Urban mass-produces home objects that are simple and spare in form, and draw inspiration from the Indian way of life.

JAGDISH CHANDRA BOSE

PHYSICIST, BIOLOGIST, BIOPHYSICIST, BOTANIST

In 1894 Bose became the first to demonstrate the use of electromagnetic waves crucial to wireless communication. He also invented an Iron-Mercury Coherer that was utilized to receive the world's first transatlantic radio signals.

JAMES BIARD

ELECTRICAL ENGINEER

In 1961 Dr. Biard along with Gary Pittman discovered the world's first commercial light emitting diode (LED) and a year later, filed a patent for it.

JAMSETJI NUSSERWANJI TATA

ENTREPRENEUR

The Taj Mahal Palace, Mumbai was conceived on a grand scale by J N Tata. The imposing edifice predates the Gateway of India and stands testament to the finest forms of creativity in India - with chandeliers, furnishings, and exquisite chairs, loungers and cabinets collected over the past century.

JAY ENGINEERING WORKS LTD.

COMPANY

The company began marketing its sewing machines and fans under the brand USHA in the mid-1930s. And for decades now, 'Usha' has persisted as a household name for electrical appliances in India.

JIGAR SHAH

ENTREPRENEUR

Shah is the founder of SunEdison, one of the world's largest companies invested in generating and promoting sustainable energy.

J.K. TV

COMPANY

J.K. Electronics in Kanpur became the first licensed company to manufacture television sets in India, in 1969. In the early years it enjoyed virtual monopoly and, backed by the Singhania Group, even as other brands entered the foray, it remained a strong market leader.

JOHN CHAM

INNOVATOR

US-based John Cham designed and acquired an early

patent for the simple wooden folding chair in 1855.

KASSEL FANS

COMPANY

In the early years medium-sized manufacturers such as Kassel Fans were set up to meet the local government's requirement for electric fans. Generally such units had a limited lifespan.

KILBURN & CO.

COMPANY

In 1897, Kilburn & Co. became the first company to be issued license to provide electricity to Calcutta. By an Act passed two years before, the license would be valid for 21 years and covered an area of 5.64 sq. miles.

KING INTERNATIONAL

COMPANY

Wholesalers like King International are successfully balancing price and product attributes to ensure that stainless steel remains a 'fashionable' kitchen material.

KISHENCHAND KAYCEE

ENTREPRENEUR

Kaycee founded Radio Lamps Work Ltd. in 1938 to produce electrical lamps in India. Despite World War II, he succeeded in setting up factory and even registered a turnover of Rs. 3 lakhs. The company was renamed Bajaj Electricals in the 1960s - and today it is one of the leading players for LED lighting.

11

KLOVE

DESIGN STUDIO

Klove – founded by designers Prateek Jain and Gautam Seth – is known for decorative lighting installations. Their designs are experimental, inspired by Indian elements and most often custom-made.

LAOPALA RG LTD.

COMPANY

Founded in 1987 by Sushil Jhunjhunwala, the company holds the distinction of being the first in the industry to export opalware. It is also the first tableware brand to be listed as a Public Limited company.

LAURIE BAKER

ARCHITECT

This British-born Indian architect was deeply influenced by Gandhi and ardently championed the sustainable use of space and vernacular resources.

LOCKWOOD DE FOREST

PAINTER, INTERIOR, FURNITURE DESIGNER

Forest was an eminent figure of the Aesthetic Movement and played a pivotal role in disseminating the decorative arts of India to Western audiences. In 1881, he co-founded the Ahmedabad Wood Carving Company along with Mugganbhai Hutheesing.

MAHADEO HAVAJI BACHCHE

ENTREPRENEUR

In 1890 Bachche started the *dabbawallah* system that has, in recent times, been credited with a Six Sigma rating for its impeccable accuracy in delivering lunch tiffins.

MAHANAGAR TELEPHONE NIGAM LTD.

COMPANY

MTNL is a state-owned enterprise that provides telecommunication services to the metro cities of Mumbai and New Delhi.

MANSUKHBHAI PRAJAPATI

INNOVATOR

Mitticool, a terracotta refrigerator that works without electricity, is the brainchild of Mansukhbhai Prajapati from Gujarat. In just a decade, today, his company has expanded its offering to other kitchenware and has exported to more than 40 countries world over.

MARCEL AUDIFFREN

PRIEST, PHYSICIST, INVENTOR

Named after its inventor, Audiffren was one of the first refrigerators to run off electricity. The unit was marketed in France in 1911 but cost twice as much as a car.

MARCEL BREUER

ARCHITECT, FURNITURE DESIGNER

Breuer was a student at Bauhaus and was first recognized for his bicycle-inspired tubular steel furniture in the 1920s. His designs were emulated and adapted by manufacturers world over.

MARTIN ROWLANDS

DESIGNER

Martin Rowlands developed the Tone Ringer Illuminated Model (TRIM) phone in the 1960s, for the General Post Office (GPO) in England, as a fashionable alternative to existing models.

MAX GRAETZ

INVENTOR

In the early 20th century, Max Graetz invented the Petromax lantern in Germany and today, his invention's prominence is such that 'Petromax' is synonymous with kerosene mantle lamps in general.

MICROMAX

COMPANY

Micromax is the world's 10th largest mobile company and amongst other merits, it was the first to launch a phone with 30-day battery life and dual-SIM capacity in India.

MKGANDHI

POLITICAL LEADER

It may be said that Gandhi was the chief architect of India's Swadeshi Movement, envisaging the *charkha's* potency as a symbol for nation- and identity-building.

M P RANJAN

ACADEMICIAN, FURNITURE DESIGNER

This NiD professor dedicated nearly 40 years of his career to experimenting with the potential of bamboo, working with artisans from North East India. His work on sustainable design has inspired an entire generation of contemporary designers.

MUGGANBHAI HUTHEESING

PHILANTHROPIST

Such was its renown that Ahmedabad Wood Carving Company - co-founded by Hutheesing in 1881 - was called upon for significant projects like the Falaknuma Palace, Gateway of India and the Prince of Wales Museum.

MURPHY

COMPANY

Founded in 1929, Murphy Radio was a British radio and TV company. In India, the brand's little ambassador - the 'Murphy baby' - became a popular culture icon and is still fondly remembered by older generations.

NAOROJI GODREJ

INNOVATOR, INDUSTRIALIST

Naoroji Godrej, fondly known as Naval, was the youngest son of Pirojsha Godrej and joined Godrej & Boyce in 1933. Amongst other projects, he successfully developed the company's typewriter and refrigeration arms of business.

NATIONAL EKCO

COMPANY

National Ekco Radio & Engineering Co. Ltd. (Bombay) was founded in 1949 as a joint venture with E. K. Cole Ltd. of Southend, England. From radios and other electronic products, the company diversified to computer-based systems and television sets from the 1980s.

NIKITA BHATE

DESIGNER

Bhate is a Pune-based designer known for her strippeddown designs that give contemporary voice to routine objects from the Indian way of life.

NILAYA

COMPANY

Founded in 2016 by Asian Paints, Nilaya is an industry leader for wall coverings. The brand nurtures a creative lab where material, texture, technique and patterns are experimented with to design one-of-a-kind wallpapers.

ONIDA

COMPANY

Established in 1981, Onida became one of the leading producers of colour televisions in India. Presently, its facility at Wada in Maharashtra boasts of a manufacturing capacity of over 3.4 million televisions.

PHILIPS

COMPANY

This Dutch brand began its India journey in 1930, selling electric lamps and later manufacturing radios in Calcutta. 85 years on, the brand's popularity only grows, with an expanded offering of electronics and other products.

PHILLIPS ANTIQUES

ANTIQUE STORE

Established in 1860, Phillips Antiques is probably the oldest custodian of India's bygone material culture. The store collects furniture, toys, artworks, pottery and instruments amongst other objects.

PIERRE JEANNERET

ARCHITECT, DESIGNER

During his stay in Chandigarh in the 1950s, Pierre Jeanneret crafted a range of furniture that expressed the Modern idiom, which underscored the aesthetics of newly-Independent India.

PIROJSHA GODREJ

INNOVATOR, INDUSTRIALIST

Under Pirojsha Godrej's leadership, the Godrej portfolio expanded to furniture and steel *almirahs* through which the brand developed deep roots in the Indian home - a bond that persists even today.

PRANAV MOKSHMAR

INNOVATOR, ENTREPRENEUR

Mokshmar has recently acquired a patent for his Vaayu chiller that equips traditional coolers with air-conditioning compressors. His innovation is such that it has heralded a brand new sub-category of products.

PRAVINSINH SOLANKI

ACADEMIC, FURNITURE AND INTERIOR DESIGNER

Solanki heads the Bamboo Initiative Department at National Institute of Design (NID), Ahmedabad and his designs hold the distinction of being displayed at the World Bamboo Museum, Damyung, South Korea.

RAJIV MAJUMDAR

ARCHITECT

Majumdar is one of the co-founders of Bengaluru-based interior and architecture firm, Praxis. Praxis is known for its versatile designs that masterfully play with material and draw on indigenous building practices.

SIR RATANJI TATA

INDUSTRIALIST, PHILANTHROPIST

Sir Ratanji Tata invested his fortunes in several philanthropic works that have harvested great practical benefits over the years. Also a great connoisseur of the arts, CSMVS has a section displaying his collection.

RAYDEN DESIGN STUDIO

DESIGN STUDIO

Started by Parul and Mooshir Vahanvati in 2010, this Pune-based studio is known for its delightful products and minimal aesthetic.

RELIANCE COMMUNICATIONS LTD.

COMPANY

Established in 2002, today, Reliance telecommunications operates in all 22 telecom circles of India, and offers services on GSM and CDMA platforms.

RELIANCE POWER LTD.

COMPANY

The company predomiantly develops, constructs and operates power projects in the country. Reliance Power is also the sole provider of electricity in suburbs of Mumbai.

ROOSHAD SHROFF

ARCHITECT

Shroff's multi-disciplinary studio is known for handcrafted design that blends traditional material techniques with the current, global sensibility.

RUKMANI COOKER

COMPANY

Details on its history remain shrouded but it is known that in 1919 Rukmani acquired a patent for its brass carry-along steam cooker that became a coveted object of utility in affluent homes.

SAHIL & SARTHAK DESIGN CO.

DESIGN STUDIO

Founded by Sahil Bagga and Sarthak Sengupta in 2009, the studio's work is distinguished by its vibrant, ethnic style. The duo holds the prestige of having displayed their work at V&A Museum, London, at the India Now exhibit in 2012-13.

SANDEEP SANGARU

DESIGNER

Sangaru is an alumnus and former faculty member of NID. Deeply influenced by M.P. Ranjan's work, for a decade now, he has been working with bamboo and other craft clusters in India.

SOLIDAIRE INDIA

COMPANY

Established in 1973, Solidaire started in a humble way, manufacturing black and white television sets. But the company soon grew in popularity and remained one of the leading names, even after the advent of colour TV.

TARUN CHOPRA

WRITER, PHOTOGRAPHER

Through 12 publications, Chopra has relentlessly documented the art, architecture, heritage, landscape and people of India.

TATA GROUP

COMPANY

Founded by Jamsetji Tata in 1868, the Tata group canopys more than 100 companies that operate in 100 plus countries. The group has played an integral role in India's journey as a modern nation - and with constant innovation, continues to lead the way.

TELEVISTA INDIA PVT. LTD.

COMPANY

Based in Delhi, Televista was one of the early brands for television sets in India.

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THE ARTWORKS CO.

COMPANY

The Artworks Co. offers exquisite and affordable wall-art and everyday objects that embrace all forms of visual arts ranging from graphics and photography to tribal and folk expression. The brand aims to provide fair practice and a level platform to creative minds - both urban and rurban.

THE BOMBAY PRESIDENCY RADIO CLUB LTD.

INSTITUTE

The Radio Club of Bombay created history in 1923 when it broadcast India's very first radio programme independent of any government or industrial support.

THE TAJ MAHAL PALACE, MUMBAI

LUXURY HOTEL

When it opened in 1903, The Taj Palace, Mumbai boasted of its own power plant and became the first in India to use electric passenger lifts and modern refrigeration. Similar milestones have dotted its legacy ever since, ensuring their continued patronage of design and technology.

THOMAS ALVA EDISON

INVENTOR

This genius acquired 1093 patents in his lifetime. Along with inventing the first practical electric light bulb, Edison also enabled a power-distribution system that helped illuminate common homes. Today, his company lives on as the General Electric Co.

TROPICAL FANS

COMPANY

Like Kassel Fans, Tropical was another early, medium-sized

manufacturing unit. Its electric fans were mainly used by the government, at railway stations, schools, under public arcades and in hotels.

TIRUVALLUR THATAI JAGANNATHAN

INDUSTRIALIST, INNOVATOR

TT Jagannathan is the Executive Chairman of the TTK Group, an 88 years old conglomerate that deals in various products, ranging from cookware to healthcare. Jagannathan holds a patent for Microchef, the first pressure cooker to be fully compatible with microwave cooking.

TTK PRESTIGE LTD.

COMPANY

The company was set up in 1928 by TT Krishnamachari, who later served two terms as the Finance Minister of India. Today the TTK Group comprises of 7 group companies that offer 30 product categories and register a turnover of over Rs. 30 billion.

VIBHOR SOGANI

DESIGNER

Sogani reigns the fluid space between art installation and sculptural design, working with a range of material to create dramatic lighting fixtures.

VIDEOCON

COMPANY

Once colour TV was introduced, Videocon became one of the key brands for cable television sets. Continuing in a similar vein, today, it is the third largest picture tube manufacturer in the world.

1851: The Great Exhibition held at Crystal Palace, London saw the presence of the 'Indian Court'. The Great Exhibition included objects from British colonial territories. The Koh-i-noor diamond was one of the displays at the Indian Court. Sir Jamsetjee Jeejeebhoy played a pivotal role in selecting the Indian objects for the Exhibition

1857 March: Establishment of the Bombay Art School (now known as the Sir Jamsetjee Jeejeebhoy School of Arts)

1878: At the Paris Universal Exhibition, the Prince of Wales's India Pavilion is in the Grand Vestibule of the Champ de Mars. The display includes Indian crafts bestowed upon the Prince during his tour of India in 1876. The exhibition was accompanied by George Birdwood's Handbook to the British Indian Section, the first European effort to catalogue Indian 'art manufacturers'

1881: The Ahmedabad Wood Carving Company is founded to create work for craftsmen who had fled to Ahmedabad during the famine in Gujarat of the time. Later known as Hutheesing Design Company, they were invited to do the interiors of the Gateway of India in 1911, and later, the woodwork for the interiors of the Prince of Wales Museum. Commissioned often by the British for projects in India, they then became popular among American furniture designers

1881: Establishment of the art college Maharaja Sayajirao Gaekwad University (MS University) in Baroda — then known as Baroda College — by Sir Pratapsinghrao Gaekwad

1883 Dec – 1884 March: Calcutta International Exhibition, displayed at the Indian Museum, Calcutta, is dubbed as India's very own 'Great Exhibition'; it promoted trade. Participating countries included Australia, Britain and Japan

1891: Lord Reay, the then Governor of Bombay, establishes the Applied Art section — then known as the Reay Art Workshops — at the Bombay Art School

1894: Raja Ravi Varma sets up a printing press in Bombay. The press made use of oleography, and could produce several prints of his paintings, almost leading to mass distribution

1919: Establishment of Kala Bhavana, the Fine Arts institution of the Visva Bharati University, Santiniketan by Rabindranath Tagore

1922 December: The first Bauhaus exhibition outside of Germany takes place at the Indian Society of Oriental Art in Calcutta under Abanindranath Tagore. Curated by Stella Kramrisch, an Austrian art historian, it had works from the Bengal School as well as watercolours, drawings, etchings, woodcuts and graphic work from the Bauhaus — those of Klee. Kandinsky, and Feininger

1937: The Indian Institute of Architects organised the Ideal Home Exhibition to promote interior as well as furniture design at the Town Hall in Bombay

1946: The Marg magazine is started by Mulk Raj Anand with the aim of documenting India's architecture, performing arts and visual arts

1949: The Calico Museum of Textile is set up in Ahmedabad. Its vast collection of Indian fabrics spans almost five centuries and epitomises the richness of Indian handicrafts

1950s: Swiss architect Le Corbusier and furniture and interior designer Pierre Jeanneret play a vital role in the design of the city of Chandigarh, planning administrative building and housing projects

1950: IIT-Kharagpur, the first Indian Institute of Technology, is founded

1952: The All India Handloom Development Board is formed for the growth of craft via design development centres. Iconic designers like Riten Mazumdar, Ratna Fabri and Shona Ray bring Indian handlooms to textile and interior design

1954 August: The Lalit Kala Akademi, an autonomous body funded by the Ministry of Culture is established by the Government of India with the objective of promoting and encouraging research and development of the creative and visual arts

1955: Brother-sister duo of Gautam and Gira Sarabhai, patrons of the arts, host American sculptor Alexander Calder, and in a few years, furniture designer George Nakashima in Ahmedabad, allowing them to produce a significant body of work

1955: Textile and Ornamental Arts of India exhibition opens at the Museum of Modern Art (MoMA) in New York. This was the first Indian exhibition project to which Charles and Ray Eames contributed, and also met cultural activist Pupul Jayakar, who would later introduce them to Jawaharlal Nehru

1956: Enactment of the Khadi and Village Industries Commission Act

1956: The National Handicrafts and Handlooms Museum (also known as the Crafts Museum) is set up in Delhi due to the efforts of Kamaladevi Chattopadhyay

1957: Architectural journalist and publisher Patwant Singh starts the Design magazine, viewing issues of architecture, industrial design, and the visual arts through a critical lens

1958: Charles and Ray Eames visit India and meet Nehru at the behest of Pupul Jayakar. Funded by the Ford Foundation, a report on the future of Indian design had to be created. This was called The India Report or The Eames Report, recommending 'an institute of design, research, and service which would also be an advanced training medium'. It emphasised the traditional associations of design central to crafts and everyday living, distancing from the distinction between the 'fine arts' and 'crafts'

1959: The Calico Museum of Textile starts a publications programme: Historical Textiles of India helmed by the then keeper of the Indian section of the Victoria & Albert Museum, John Irwin, as editor; and Contemporary Textile Craft Survey of India, conducted under of Dr Alfred Bühler, former director of the Museum Für Völkerkunde und Schweizerisches, Basel

1960: Fabindia is founded by John Bissell as a platform for products like garments and home furnishings. Its model of integration of a supply chain into that of product offering creates employment for artisans and skilled workers even today

1960s: Swiss typeface designer Adrian Frutiger designs a word mark for the National Institute of Design. The institution was initially named National Design Institute but renamed to match Frutiger's stylised National Institute of Design logotype alongside

1960s: This period saw the revival of the crafts in India, with KG Subramanyan vigorously working with artists and designers preoccupied with the textile art and mural movements. He was one of the anchors in establishing the relationship between design, fine art and crafts

1961: On the recommendation of The Eames Report, the government of India sets up the National Institute of Design (NID) in Ahmedabad, an institution of design pedagogy, and Gautam & Gira Sarabhai are proactive in its establishment. NID's philosophy is influenced by the Bauhaus School of Design, Germany, and its communication design curriculum takes inspiration from the Basel School of Design, Switzerland

1962: Establishment of the Centre for Environmental Planning and Technology (CEPT) in Ahmedabad. The Faculty of Design was formed only in 1992 as the School of Interior Design. It deals with habitat-related interiors and crafts

1968: The Triennale-India, conceptualised by Mulk Raj Anand, is held for the first time in Delhi. Proposed as the first triennale in India of the 'contemporary art world', it spells out the Nehruvian vision of non-alignment outside of the binary axis of Cold War politics

1969: The Industrial Design Centre is set up at the Indian Institute of Technology – Bombay (IIT-B) with a postgraduate course in Industrial Design (Product Design)

1960 A.D.

1850 A.D. 1950 A.D. 1950 A.D.

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1970: The Anokhi Museum of Hand Printing established in Jaipur by Rachel Bracken Singh and Pritam Singh to encourage artisans to add value to their craft. The Anokhi Archives are a rich mine of textiles and home furnishings since the 1960s

1970s: Graphic designer Gita Simoes sets up the Graphic Design Studio for the Taj Group of Hotels to create the design identity of the chain, playing an instrumental role in putting the brand on the global map

1970s: The late poet and typeface designer Prof. Raghunath Krishna Joshi conceptualises the Deshanagari project — a script typesetting Indian languages based on phonetics. An extension of Devanagari, it comprises 22 signs of vowels and 52 consonants. Thus, a diacritic mark — even a dot — suggests possibilities of pronunciation, apt for multilingualism

1972: The first batch of students enrol at the National Institute of Design, Ahmedabad; it took 12 years to form the faculty, with painter and ceramist Dashrath Patel, and industrial designer H. Kumar Vyas as two of the first faculty members

1973: A series of publications titled Design Folio is started at the NID, focussing on students' projects. The first issue was out in 1973, then eight more followed, until 1991, all edited by RK Banerjee. In 1989, a separate publications department is set up

1979: The first-ever United Nations' conference on design and development is held at NID, with the focus on grassroots design projects

1982: Design in India exhibition held at the Commonwealth Institute, London, as part of the Festival of India in the UK

1982: In collaboration with the United Nations Development Programme (UNDP), the Industrial Design Centre at IIT-Bombay hosts design educators such as German pedagogue and designer Gui Bonsiepe, Italian product designer Ettore Sotsass and Japanese graphic designer Kohei Sugiura as part of visiting faculty

1983 November: Vishvakarma, curated by Martand Singh, opens at Rabindra Bhavan in Delhi after being showcased at the Festival of India in the UK in 1982. The display comprises Indian textiles, highlighting the association between the skills of craftspeople from the Weavers' Service Centres and contemporary designers

1985: Aditi, an exhibition of the arts and crafts of India as part of the Festival of India opens at the Smithsonian Institute in Washington DC

1985 Nov - 1986 Feb: The Golden Eye: An International Tribute to the Artisans of India, an exhibition by Rajeev Sethi opens at the Smithsonian Design Museum. It is a collaboration of Indian artisans with international designers where ancient Indian crafts were conceived to create inlay tables, floor panels, beaded garments, and carved stone benches

1987: National Institute of Fashion Technology (NIFT) is set up by the Ministry of Textiles in Delhi. Centres were opened across India in the 1990s — Kanpur, Ahmedabad, Chennai, Mumbai, Hyderabad and Bangalore

Late-1980s: Designers like Preeti Vyas Gianetti, Elsie Nanji, Itu Chaudhuri, and Ashwini Deshpande among others who, with the dawn of the age of aspiration, and the entry of various new products in the Indian market, begin setting up their independent design practices, with a focus on communication and product design 1990s: The beginning of the decade, with privatisation, brings about a rise in the number of brand consultants. International advertising networks seep into the country, and a gradual segregation of advertising and design services is evident. Several independent design companies and firms are simultaneously established

1996: Homegrown design brand Good Earth opens its first store in Mumbai. Founded by Anita Lal, it works with craftspeople across India to create products that reflect the country's craft ecosystem melded with contemporary design

1999: Establishment of many private design institutions such as the Srishti School of Art, Design and Technology, Bangalore; Symbiosis Design School, Pune; Raffles School of Design, Mumbai; and Design Institute of India, Indore, among others 2000s: Independent design studios like Design Temple, Ishan Khosla, Freedom Tree veering towards an identity that blends the traditional with the contemporary gradually sprout in cities across India.

2001: Prof. Raghunath K. Joshi also creates typefaces for Microsoft: Gautami, Karthika, Latha, Mangal, and Shruti

2005- 2010: The period sees a series of design stores like Bungalow 8, Bombay Electric, AKFD, Nappa Dori and Design Temple Colaba set shop. In 2006, the first edition of Kyoorius Designyatra, a two-day-long conference on design takes place in Goa

2007: Implementation of the National Design Policy by the government of India to create a vision to have a 'design-enabled Indian industry, which can impact both the national economy and the quality of life in a positive manner'

2009: The India Design Council is formed with its headquarters in Ahmedabad. An autonomous body of the government, it aims to work with 'government agencies, the design community, industry and educational institutions to promote design in business, society and public services'

1970 A.D. 1980 A.D. 1980 A.D. 1990 A.D. 2000 A.D.

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2010: India Design Mark or 'I Mark' is conceptualised by the National Design Council with the Japan Institute of Design Promotion. It grants manufacturers 'excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible'

2012: The first edition of the India Design ID event, in conjunction with Elle Décor magazine, is held in Delhi, aiming to make design accessible to the masses. It has four broad verticals — ID Exhibit, ID Symposium, ID Satellite and ID Talks

2012: Launch of the India Design Forum (IDF), a platform for highlighting the evolution of Indian design in a global context. Conceived by the Coimbatore Centre for Contemporary Arts (CoCCA), and spans architecture, fashion, furniture, industrial, product and textile

2013: Brand consultancy CoDesign's publication Dekho: Conversations on Design in India, an anthology on design in contemporary India, is nominated for the London Design Museum's Designs of the Year (Graphics) award. Other notable books follow -- India Contemporary Design by Divia Patel (Roli Books, 2015) addresses the concept of 'craft' in independent India, and Sar: The Essence of Indian Design by Swapnaa Tamhane & Rashmi Varma (Phaidon, 2016), exploring objects integral to the Indian way of living

2013: The government of India embarks upon a plan to establish four more NIDs across India — in Bhopal, Jorhat, Hyderabad and Kurukshetrat

2015 Oct - 2016 Jan: The Fabric of India exhibition opens at the Victoria & Albert Museum, London, and comprises a comprehensive selection of Indian textiles from the 3rd century to the present day

2016 Sep: The Utopia by Design segment of the London Design Biennale features the installation 'Chakraview' by artist-performer Avinash Kumar, artist Hanif Kureshi, and typographer Rutva Trivedi, with Sumant Jayakrishnan as scenographer. The 'This is India' pavilion on the works of ten emerging and established designers and brands across products, textile and furniture is also presented

2016 Dec: The twin shows of DESIGN: THE INDIA STORY open at two influential art venues in Mumbai. Presented at Chhtrapati Shivaji Maharaj Vastu Sangrahalaya and extensive in its scale, 'Objects Through Time' traces design development in India through more than 300 everyday objects. 'Ideas Through Time' at Goethe Institut presents 8 philosophies from the Ancient Indian approach that are pertinent to the future of design globally

Established in 1999, Design Temple is a dynamic platform for contemporary design in India. Dedicated to building a visual vocabulary that is indigenous in syntax yet universal in outlook, the studio engages in several multi-disciplinary pursuits and houses a cultural and creative space for engagement and experiments. To give design from India a global platform, Design Temple also spearheads exhibitions and shows across design capitals like London, Milan, Stockholm, Paris, New Delhi and Mumbai.

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