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**SYMBIOSIS
INSTITUTE OF DESIGN**

A constituent of SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

SHILPKATHA

2021

EVENT REPORT



INTRODUCTION TO SHILPKATHA

Symbiosis Institute of Design (SID) is a Constituent of Symbiosis International Deemed University. The Bachelor in Design (B.Des) is a 4 year Under-Graduate program aims at creating professionals who

can contribute to the highly dynamic and competitive world of Design. Students learn how to develop basic know-how and skills making effective use of the sketchbook, explore recording methods, develop visual perception, acquire professional attitudes to set projects and show a critical, contextual and historical awareness in the areas of design. Specialization offered under this program are Communication Design, Industrial Design, Fashion Design & Fashion Communication.

“Shilpkatha” is an annual craft initiative at SID with objective to bring about product diversification of heritage Indian crafts. The students of SID take up a craft and explore the history associated with it. Artisans from these places also participate in this event for exhibition and demonstrations.

It is a tradition we have been following at SID since 2008. You all study the diverse culture of India, varied crafts and skills set our artisans possess.

This year, we had organized Shilpkatha Online. The Batch of 2019-23, could not complete their craft documentation field trip due to the Pandemic but that did not stop them from researching, exploring and studying the crafts of India and documenting them in various ways.

This year, the event comprised of Expert Sessions, Workshop, Craft Demonstrations and Live Interaction with Master Artisans.

We invited Industry Experts doing some phenomenal work in the field of crafts. Mr.Somesh Singh from India Craft Week, Ms.Rashmi Ranade from Studio Coppre

and Mr. Ishan Pattanaik from Karu Luxury. They shared their story and their brand case was discussed in detail, which surely inspired our students followed by Q&A round.

We also took our Shilpkatha Exhibition Online, by displaying the original products of the diverse crafts through "Shilpkatha Online Store". The wide range of products like Ajrakh prints, Kolhapuri Chappals, Silver Jewellery, Dabu Prints, Leheriya, Nagaland Beads, Indigo Prints, Lambani Embroidery, Copper Products, Paithani Sarees, Pattachitra Paintings, Applique Patchwork and much more can be viewed and purchased directly from the Artisans!! Follow @designstore_sid on Instagram to view Artisan, Craft and Product Details. We also circulated a brochure for the same.

We organized a Pattachitra Painting Workshop with Master Artisan Narayan Bariki from Odisha.

We had Master Artisans for live interaction and virtual tour to their workshop. Brij Ballabh Udaiwal from Rajasthan, Kazeem Khatri from Bagh, Pratap Powar from Kolhapur and Kartik Chauhan from Ahmedabad joined us and shared their stories and life with us.

There is a Best Dressed Student Competition where you all have to dress up in traditional attire including garments and accessories of different crafts of India. Students will have to click their best pictures and upload on their Instagram stories over the two days and tag @symbidesignofficial

This year our students have explored various Indian crafts and Documented their work through various projects merged with their subjects. The outcome was visible in the form of design inspirations, design explorations and creation of contemporary products and designs from traditional ones.

The event witnessed some special cultural performances by students on various dance & music forms of India.

Shilpkatha

- Celebrating The Crafts Of India -

SHILPKATHA- EVENT PLAN

Day 1 Fri 8th Oct 2021

- 11:00 AM Inaugural Addresses
- 11:30 AM Cultural Programme
- 11:40 AM Address by Chief Guest
Somesh Singh- Co-Founder, India Craft Village
- 1:00 PM Break
- 2:00 PM Guest Session
Rashmi Ranade- Founder & Design Head, Studio Coppre
- 3:30 PM Sharing of Student Experiences
- 3:40 PM Pattachitra Workshop
Artisan Abhimanyu, Odisha
- 4:00 PM End of Day 1 : Concluding Remarks

Day 2 Sat 9th Oct 2021

- 10:00 AM Introduction to Day 2
- 10:15 AM Alumni Session
Ishan Pattanaik - Founder, Karu
- 11:30 AM Interaction with Artisan
Brij Ballabh Udaiwal- Block Print, Sangoner
- 12:30 PM Break
- 1:30 PM Artisan Demonstration
Kazeem Khatri- Bagh Print, Madhya Pradesh
- 2:15 PM Artisan Demonstration
Kartik Chauhan- Applique Patchwork, Gujarat
- 3:00 PM Interaction with Artisan
Pratap Pawar- Silver Jewellery, Hupari
- 3:45 PM Artisan Shop
- 4:00 PM Cultural Performance
- 4:15 PM Vote of Thanks



Shilpkatha

- Celebrating The Crafts Of India -

SHILPKATHA- INAUGURAL PROGRAM



Dr. Sanjeevani Ayachit, Director SID and Dean of Faculty of Architecture & Design SIU, inaugurated the event and welcomed our Chief Guest, Mr. Somesh Singh. She also emphasized on the importance of Craft studies and culture being developed in the SID students not only towards the crafts and designs but also towards the artisans and the rich culture and traditions of our country.





Dr. Pranita Ranade, Deputy Director SID and HoD User Experience Design, addressed the event and shared some insights about the projects students have been completing under Craft Documentation at SID and the way forward.



Dr. Nitin Hadap, HoD Fashion Design & Fashion Communication addressed the event and introduced the Chief Guest Mr. Somesh Singh to the event audience.

CHIEF GUEST ADDRESS & PRESENTATION

Mr.Somesh Singh from India Craft Week was invited as the Chief Guest for the event. He is the Co-Founder of Craft Village.



GUEST SPEAKERS ADDRESS & PRESENTATION



Ms. Rashmi Ranade was invited as the Guest Speaker for the event. She is the Founder & Design Head of Studio Coppre.



Mr. Ishan Pattanaik was invited as the Alumni Guest Speaker for the event. He is the Founder & Design Head of Karu Luxury. He shared stories of his start up and craft clusters of Odisha.

CRAFT WORKSHOP



Shri. Narayan Bariki from Raghurajpur, Odisha joined us Online for a craft workshop. He is the Master Artisan of Pattachitra Paintings. He demonstrated on screen the different motifs used in his paintings. The audience too practiced the designs with him and was awed by his speed and intricacy done by free hand. He explained the entire process, raw materials, selling and marketing of Pattachitra Paintings.

LIVE INTERACTION WITH ARTISANS



Shri. Brij Ballabh Udaiwal from Sanganer, Rajasthan joined us Online for a live interaction. He is a very senior master craftsman from his field of block printing and indigo dyeing. He interacted with the audience and shared the processes involved in creating the various dyes, blocks and drying of sanganeri block prints. He is also actively involved in the upliftment of artisans from his craft cluster in Rajasthan.



Kazeem Khatri from Bagh, Madhya Pradesh joined us Online for a live interaction. He is a master craftsman from his field of Bagh block printing and dyeing. He interacted with the audience and shared the processes involved in creating the various dyes, blocks and drying of Bagh block prints. He gave us a virtual tour of his workshop and printing space and explained the steps involved in his craft. He is also a national Bagh print awardee from his cluster.



Kartik Chauhan from Ahmedabad joined us live from an exhibition. He showed us various items on display as well as made by his organization. He interacted with the students and explained them the process of Applique patchwork and the history of craft.

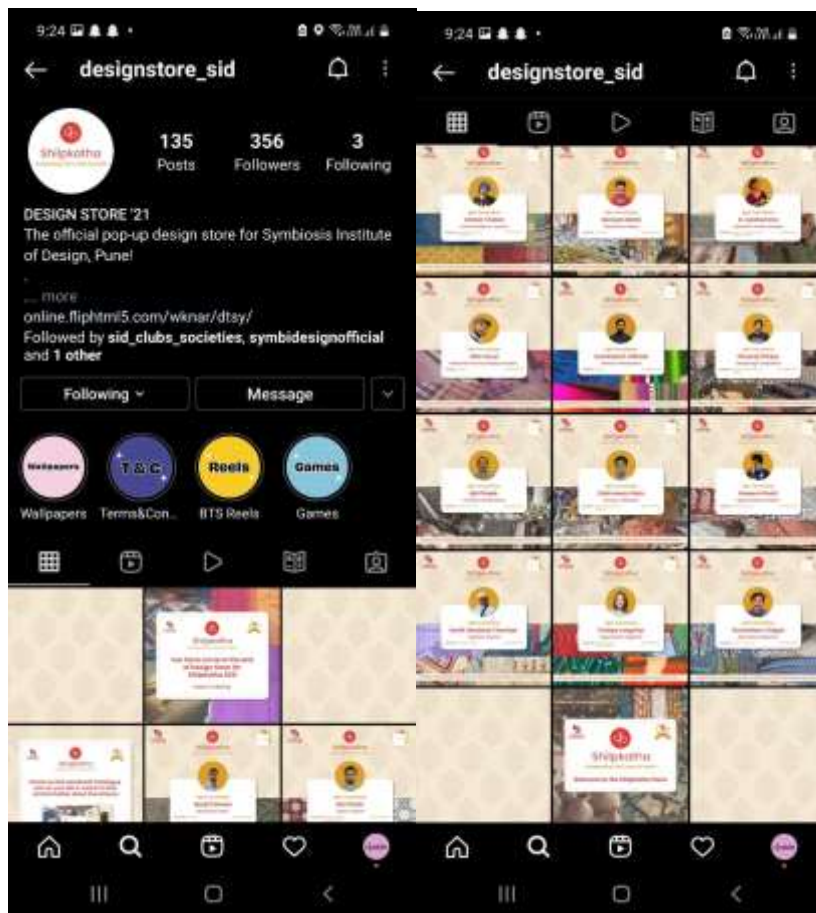


Pratap Powar from Hupari near Kolhapur Maharashtra joined us for a live interaction and shared his story about the Silver Jewellery. He shared insights about the current market scenario and the processes involved in making the silver jewellery.

His brand Jija Antique is making a mark in the digital market and various E-commerce platforms.

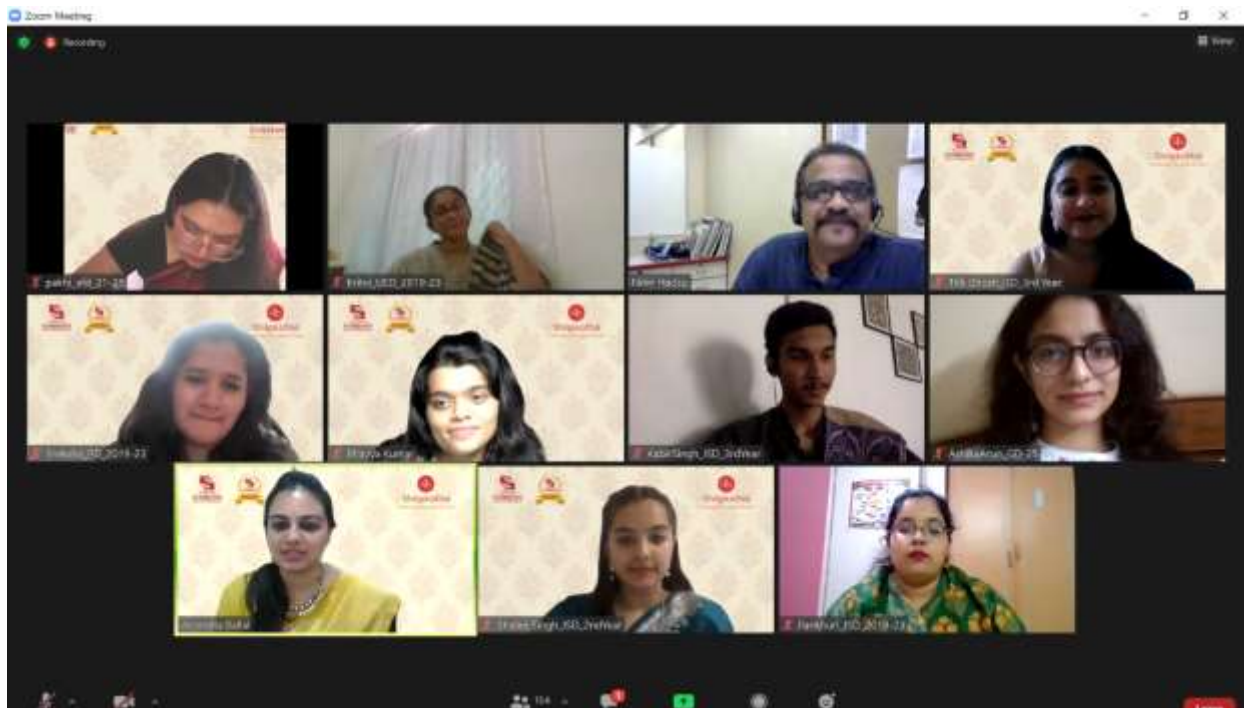
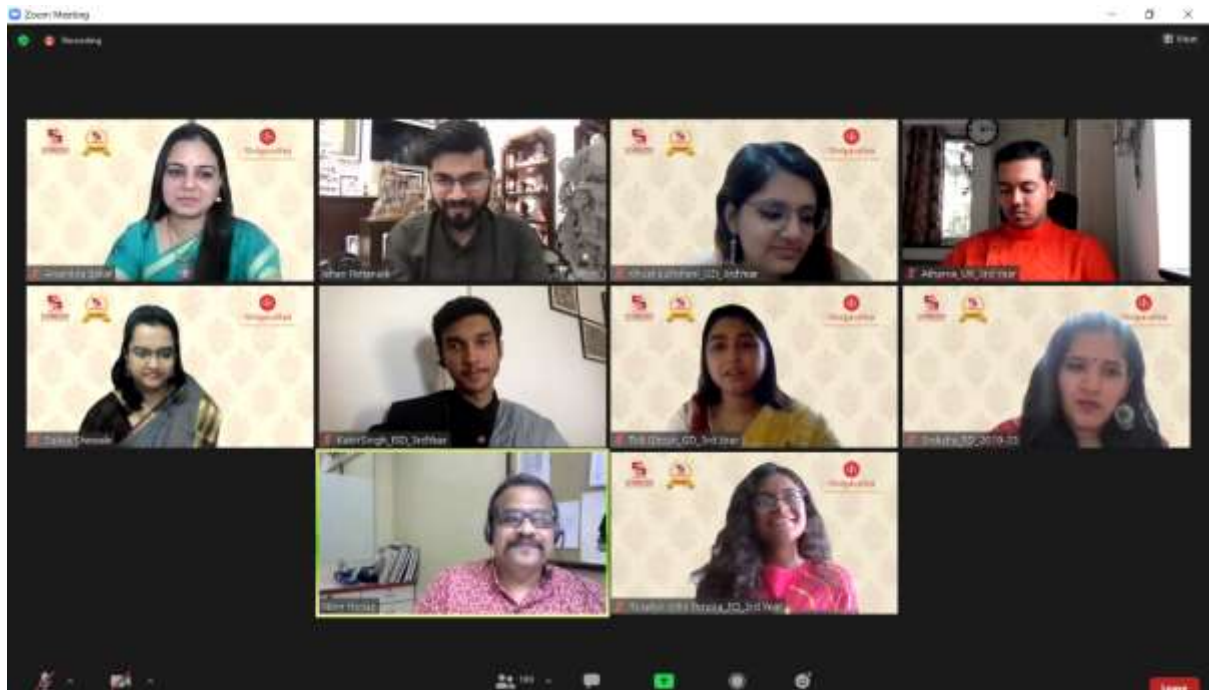
HANDICRAFT STORE

The handicraft store was taken online this year and artisans from various parts of the country participated. We had varied crafts and consumers could purchase them directly from the authentic source.



SOME GLIMPSES OF THE EVENT





SOCIAL MEDIA PRESENCE OF THE EVENT

