

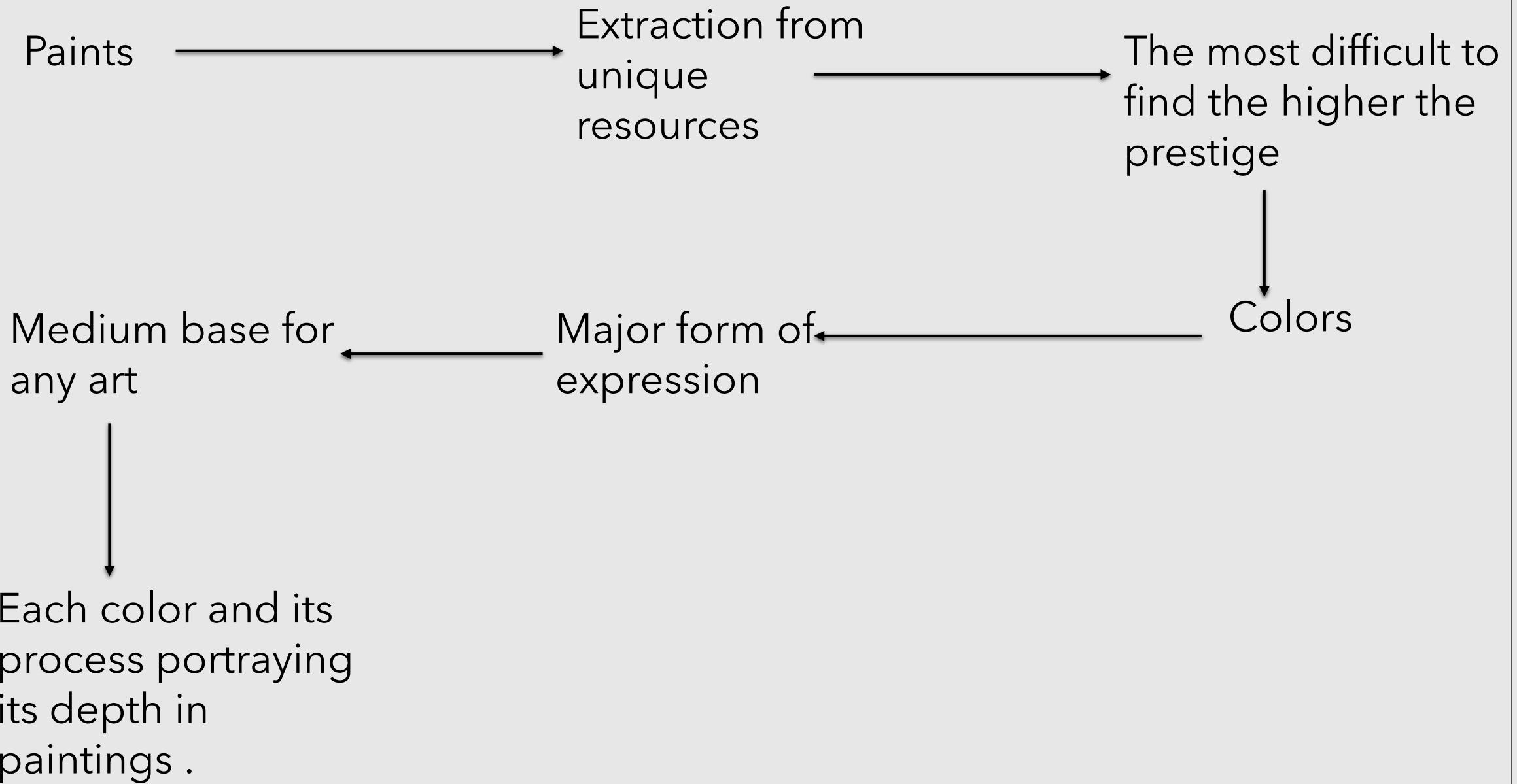
OBJECTS AS HISTORY

MUSEUM OBJECTS AS DISCIPLINES

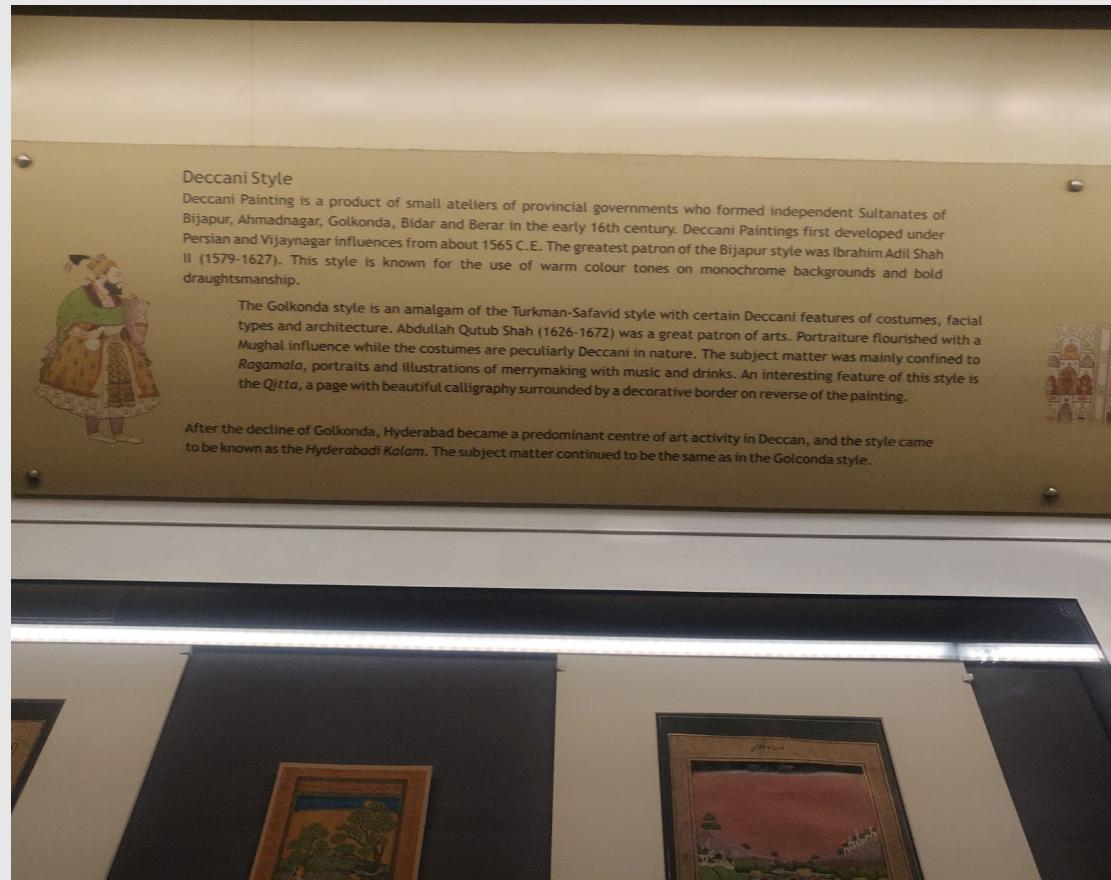
COMMUNICATION DESIGN

(VIDHI DHANUKA)





Fashion communication and styling



Deccani style

Purpose

Workshops /gatherings

Style for govt executives

Influences /inspirations

From music and dance

Expression of merry making

Turkman+Decanni

Golkonda style

Monochrome
backgrounds and bold
draught Manship

Warm color tones

Persians & Vijaynagar

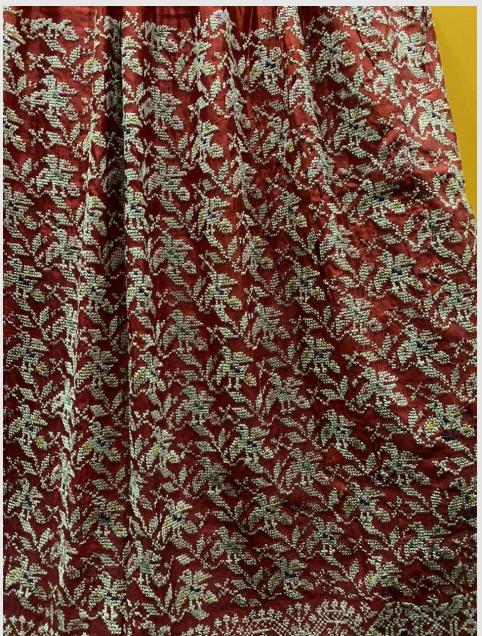
Calligraphy on borders

Decorative frame
(reverse painting)

Styles communicated
with a distinct color
palette setting the
mood with certain
fashion aspects and
complimenting props .

Fashion designing

(RUTVI PATEL)



- I feel that this object is very much relevant to the field FASHION DESIGNING as it is a Ghagra choli design.
- As we all know that ethnic wear in todays world is very much in demand. This choli acts as a base for ethnic wear.
- There are so many designs that have been evolved over years using this ghagra choli it self.
- It has an embroidery design which is very much famous in today's era also. There are pants, kurtas, shoes and jewelry's designed using this embroidery method.
- Such type of embroidery design in very much in demand and loved by not only the Indian's but also by the citizens from abroad or all over the world.

PRODUCT DESIGNING



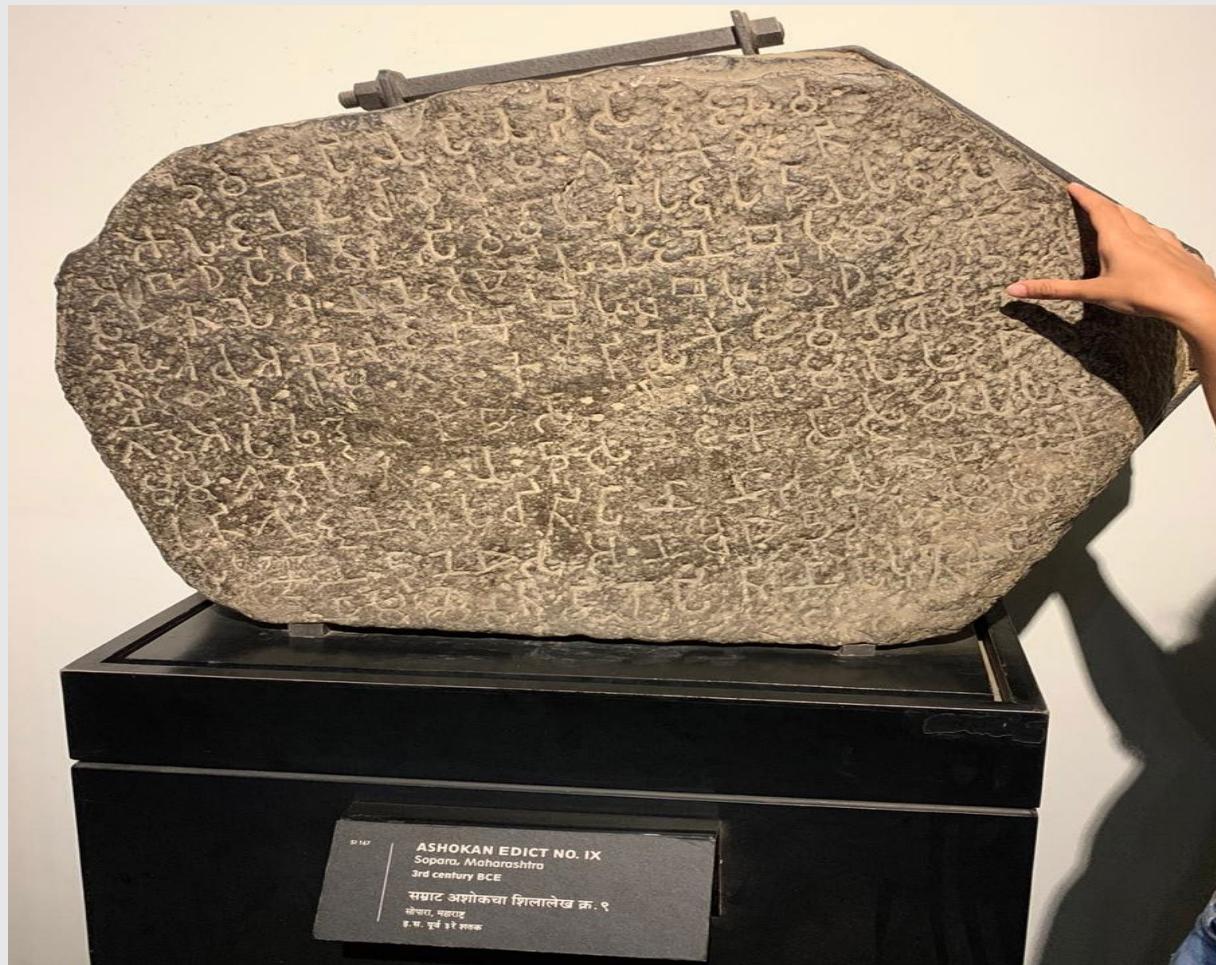
- We choose this as an example for product designing as it is a "ZHOLA". Zhola means a purse or a product designed to store something in a very innovative and interesting looking way.
- The hard surface of the ZHOLA helps us believe that our stuff or the material/product kept in the Zhola is safe.

INTERIOR DESIGNING (NAVYA)



- The articles here in their juxtaposition create an ambience of royal aristocracy and grandeur.
- The sword and the shield depict the era of kings and battles.
- The hookah and various silver utensils denote the royal lifestyle and its likes.
- The violet color on the facing wall along with the royal frame creates an ambience of awe but with warmth.

STRATEGIC DESIGN MANAGEMENT



- We chose this Ashokan Edict no. IX for SDM from the 3rd century BC. This came from an ancient port town of Sopra in Thane, near Mumbai.
- The inscribed and carved content was a strategy. It spoke about unity and promoting peace and ethical conduct. It was written in the regional languages which also provided a sense of belongingness to people.
- Besides that, this edict was a testimony of a mission- Emperor Ashoka sent one of his missionaries to Sopra to spread Buddhism in Western India.