

Role of Craft and Technology in Interior-Architecture

Prof. Ar. Smriti Saraswat

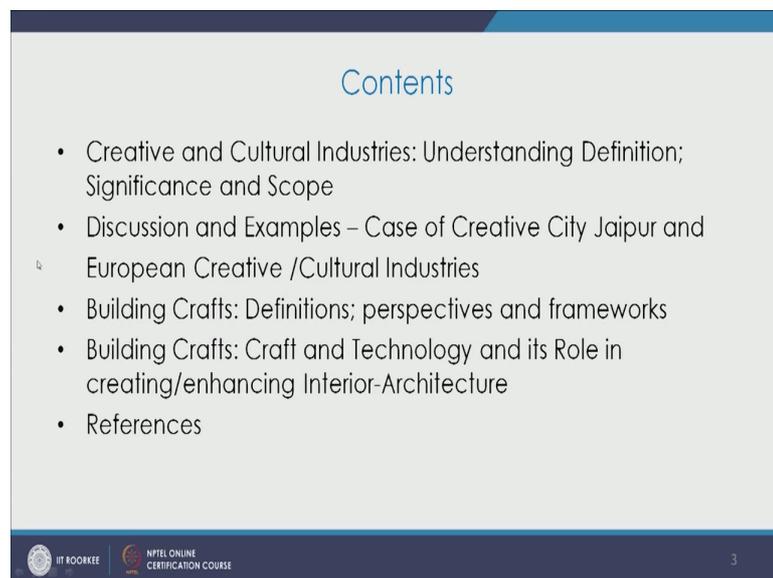
Department of Architecture & Planning

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Lecture - 15 Summary & Discourse

Namaste! Hello everyone. welcome again to the NPTEL course Role of Crafts and Technology in Interior-Architecture. Today we will discuss module 15th. So, module 15th is a summary of week 3 and we are going to have this course and discussion on that plus the assignments that you all are going to do will be a further step in our discourse. So, let us just try to summarise what all we saw you know throughout this week.

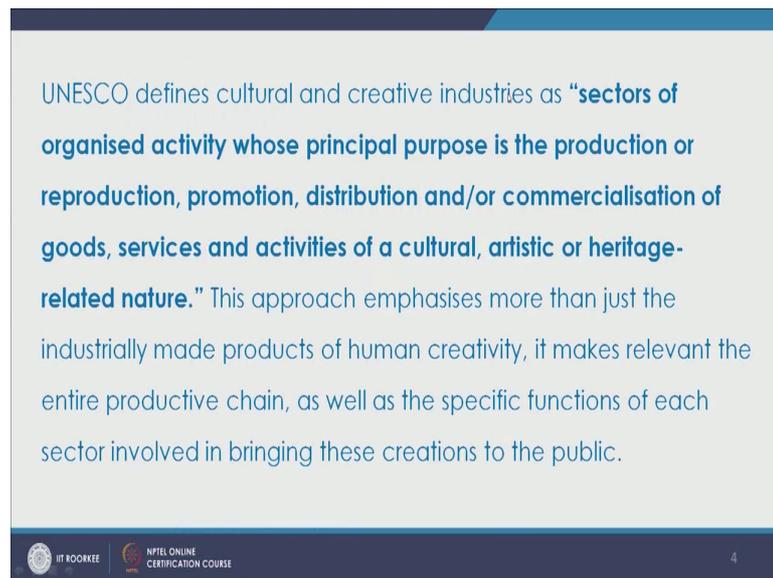
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So, the broad contents what we are going to just summarise and have a look at is creative and cultural industries: understanding definition significance and scope, discussion and examples case of creative city Jaipur and European creative cultural industries. Building crafts: definitions perspectives and frameworks, building crafts craft and technology and its role in creating enhancing interior architecture and references.

So, we try to understand what are creative and cultural industries and what this term means and we discuss the UNESCO definition. So, UNESCO defines cultural and creative industries as “sectors of organised activity whose principal purpose is the production or reproduction, promotion, distribution, commercialisation of goods, services and activities of a cultural, artistic or heritage related nature.”

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UNESCO defines cultural and creative industries as **“sectors of organised activity whose principal purpose is the production or reproduction, promotion, distribution and/or commercialisation of goods, services and activities of a cultural, artistic or heritage-related nature.”** This approach emphasises more than just the industrially made products of human creativity, it makes relevant the entire productive chain, as well as the specific functions of each sector involved in bringing these creations to the public.

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So, UNESCO defines cultural and creative industries as these activities. And you know also the commercialisation of goods and services which are cultural artistic or heritage related in nature.

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The term "creative industries" is of relatively recent origin. While there are **obvious connections** to, and continuities **with cultural industries, such as the performing arts and handicrafts, the designation marks a historical shift in approach to potential commercial activities that until recently were regarded purely or predominantly in non-economic terms.**

- "Creative Industries and Development", United Nations Conference on Trade and Development, Eleventh session, São Paulo, 13-18 June 2004

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So, we try to understand this we also saw what United Nations describes creative industries as. So, the term creative industries is a relatively recent origin and it has connections with cultural industries such as performing arts and handicrafts.

The designation marks are historical shift in approach to potential commercial activities that until recently were regarded purely or predominantly in non-economic terms. So, all the art, craft, creative, cultural activities which have been so far regarded in non-economic terms and more as a ritualistic and utilitarian. So, this is a historical shift to look at them also from an economic perspective as commercial activities. So, that is what this entire movement about announcing cultural and creative industries is all about, this is what we discussed.

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The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development.

The 116 cities which currently make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.

From India, 2 cities Jaipur and Varanasi became part of this Network in 2015 as City of Crafts and Folk Art and City of Music

6

It also try to understand what is UNESCO creative cities network. Now, this network currently has 116 cities and all these cities work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at local levels as well as international levels. From India we are very proud and fortunate; we have 2 cities Jaipur and Varanasi which are a part of this creative cities network. Jaipur is known for its crafts and folk art, and Varanasi is in this list because of its music.

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The Network encourages cultural exchange in a specific category (**Crafts and Folk Arts, Design, Gastronomy, Films, Design, Literature, Media Arts and Music etc.**) and provides international opportunities for city's economic growth, in the specific sector of creative industries.

Creative Cities and Cultural Industries
Source: Dr. Shikha Jain's Talk on - "Jaipur as a Creative City, Cultural Industries", GIAN Course, IIT Roorkee, October 2016
(GIAN Course Coordinated by the NPTEL Course Coordinator)

7

So, we further try to understand that this network encourages cultural exchanges in specific categories of cultural and creative industries. And to list a few are crafts and folk arts, design, gastronomy that is food, films, design, literature, media arts, music there is also architecture and we are talking about building crafts and architecture throughout this course. So, it is important to highlight and this network also provides international opportunities for a cities economic growth in the specific sector of creative cultural industries.

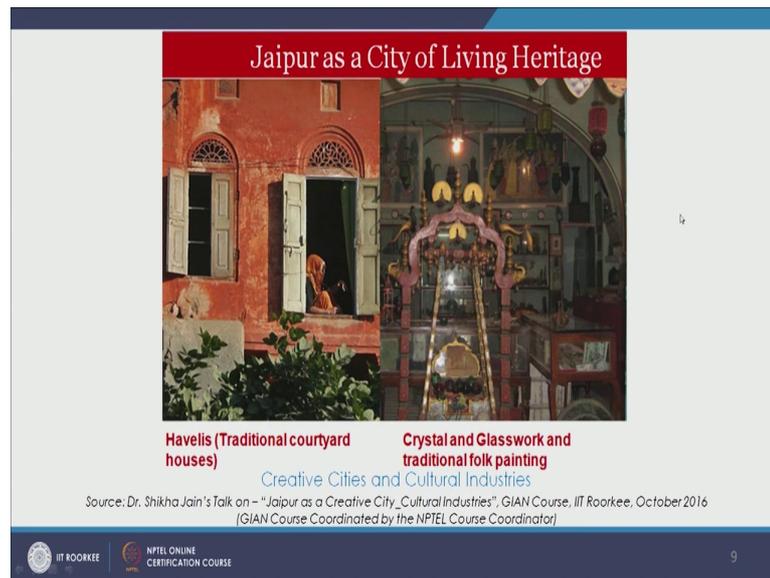
So, the activities which did not have an economic value associated to them, they are also looked upon in terms of commercialised activities and also in terms of trade and economy. So, that is how this network encourages these activities. We saw in our previous modules the specific case of Jaipur and how it got designated as a creative city.

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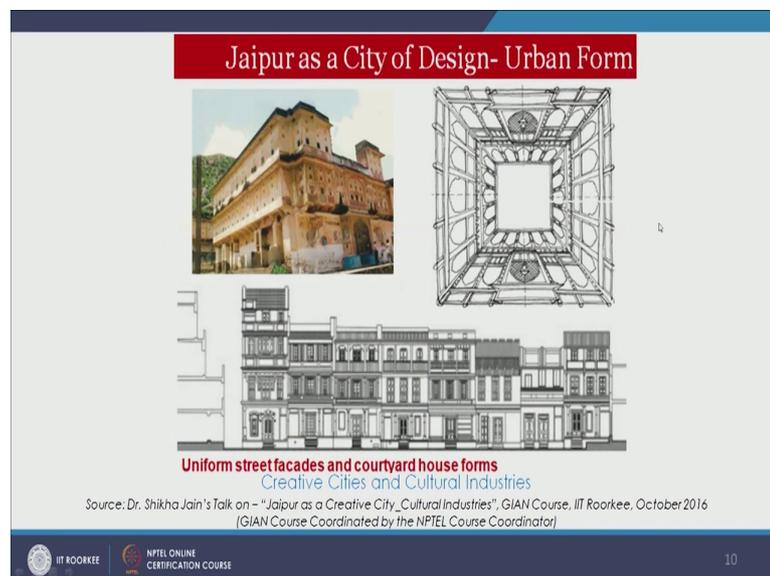
And we saw how Jaipur is known for you know its varied creative and cultural industries. It is seen as a city of crafts and folk art and we see different kinds of craft over here.

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It is also seen as a city of living heritage and it is known for its *Haveli's*, it is known for its varied kinds of artistic expressions.

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So, that is another category then Jaipur is also seen as a city of design and it has a very unique distinct urban form and we can see different palaces and forts and its different cultural landmarks, we also see the topography where they are situated. So, there is uniqueness to them and Jaipur is seen as the city of design.

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Jaipur as a City of Design- Architecture

Royal forts

Royal palaces

Creative Cities and Cultural Industries

Source: Dr. Shikha Jain's Talk on – "Jaipur as a Creative City_Cultural Industries", GIAN Course, IIT Roorkee, October 2016
(GIAN Course Coordinated by the NPTEL Course Coordinator)

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This slide features a red header with the title 'Jaipur as a City of Design- Architecture'. Below the header is a photograph of a large, multi-tiered fort. Underneath this is the text 'Royal forts'. To the left is a photograph of a yellow palace with multiple balconies, and to the right is a photograph of a large, pink, multi-story structure with many windows. Below these is the text 'Royal palaces'. At the bottom, there is a blue footer containing the IIT Roorkee and NPTEL Online Certification Course logos, the text 'Creative Cities and Cultural Industries', the source information, and the slide number '11'.

Then Jaipur again is the city of design, then after going you know one step further from urban form we talk about architecture and we see all these examples of here this is Hawa Mahal. Another one over here we see with forts and palaces, city palace Udaipur and other different examples. In one of the upcoming models we are going to discuss them in detail.

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Jaipur as a City of Gastronomy

Street food and traditional local cuisines as well as royal cuisine

Creative Cities and Cultural Industries

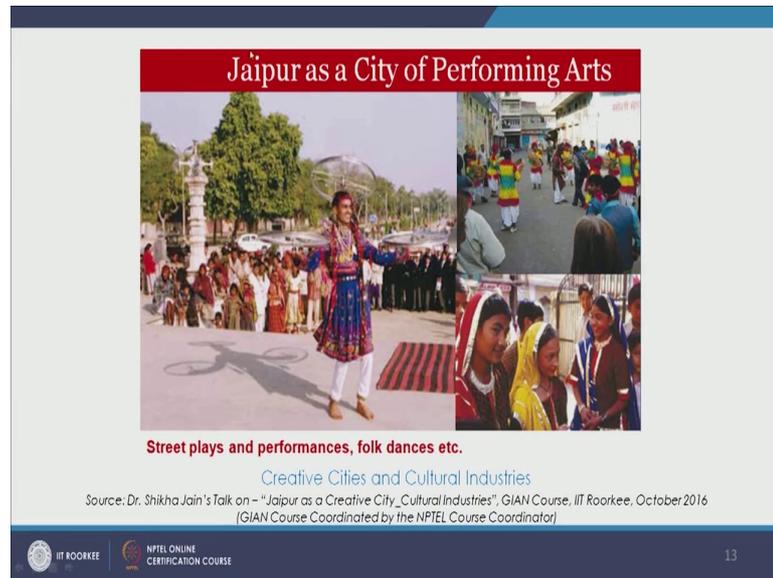
Source: Dr. Shikha Jain's Talk on – "Jaipur as a Creative City_Cultural Industries", GIAN Course, IIT Roorkee, October 2016
(GIAN Course Coordinated by the NPTEL Course Coordinator)

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This slide features a red header with the title 'Jaipur as a City of Gastronomy'. Below the header is a collage of four images: a street vendor serving a customer, a large platter of colorful sweets, a woman and a man sitting at a table eating, and a large platter of traditional Indian dishes. Underneath the collage is the text 'Street food and traditional local cuisines as well as royal cuisine'. At the bottom, there is a blue footer containing the IIT Roorkee and NPTEL Online Certification Course logos, the text 'Creative Cities and Cultural Industries', the source information, and the slide number '12'.

So, it is known for its architecture, it is known for its food the street food very distinct Rajasthani food or Rajasthani *Thali*, *Dal Bati* and other different examples. It is also seen as city of performing arts.

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So, Jaipur is very culturally vibrant city and it is multifaceted and we see these different creative and cultural industries which you know are the heart of Jaipur city and which form the one of the major activities as part of culture in way of life. And now, we are looking forward to also see them as economic activities which generate you know money which can contribute to the GDP of a country. So, in those terms we are looking forward.

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Jewellery	Pottery	Textiles	Stone Crafts	Metal and Wood
<ul style="list-style-type: none">• Kundan Jadai - Gem Setting• Meenakari - Enamel work• Gem Stone Cutting and Carving• Contemporary Jewellery• Lac Jewellery• Silver and Gold Fod Work	<ul style="list-style-type: none">• Jaipur Blue Pottery	<ul style="list-style-type: none">• Embroidery- Gota Patti Work, Zardozi, Aari Tari,• Mukaish• Tie Resist Dyeing- Bandhej & Leheriya• Block Printing On Textiles• Raza - Quilt Making• Weaving	<ul style="list-style-type: none">• Building Crafts• Sculpture (Religious Idols)	<ul style="list-style-type: none">• Thathera• Tarkashi - Metal Inlay

Creative Cities and Cultural Industries: Case of Jaipur
Source: Dr. Shikha Jain's Talk on - "Jaipur as a Creative City, Cultural Industries", GIAN Course, IIT Roorkee, October 2016
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Also, when we are talking about different art craft forms inclusive including the building crafts we see this plethora of different creative and cultural industries in Jaipur. We see jewellery, pottery, textiles, stone crafts we discussed all of this in detail.

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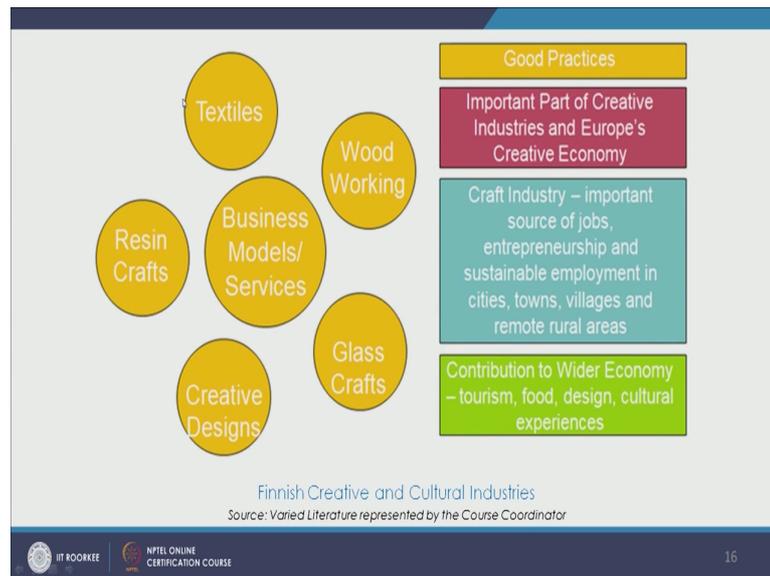
Building Crafts	Painting	Paper Crafts	Miscellaneous
<ul style="list-style-type: none">• Architectural Stone Crafts• Lime Crafts• Frescoes• Mirror work	<ul style="list-style-type: none">• Miniature Painting• Mandana• Frescoes	<ul style="list-style-type: none">• Bahi (Hand bound books)• Handmade paper• Papier Mache• Kite Making	<ul style="list-style-type: none">• Katputli• Terracotta• Mojari (Leather footwear)• Koftkari

Creative Cities and Cultural Industries: Case of Jaipur
Source: Dr. Shikha Jain's Talk on - "Jaipur as a Creative City, Cultural Industries", GIAN Course, IIT Roorkee, October 2016
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We also see certain paintings and very unique building crafts over here in Jaipur.

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We try to also see the overall umbrella, we try to see some international scenarios and we also understood you know how European creative industries also contribute in the generation of a GDP and economy and what is so particular to Finland and we also saw some examples from Japan. So, this was the overview the different kinds of creative and cultural industries that could be seen in Finland.

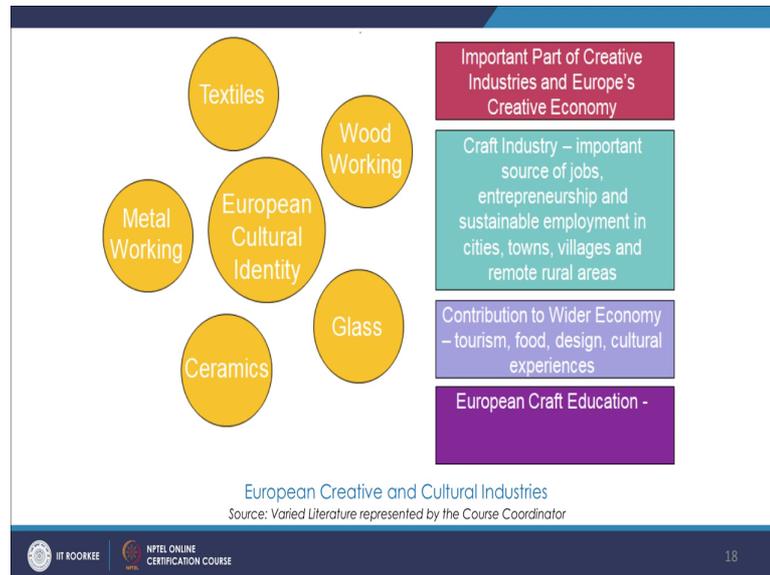
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Architecture	About traditional and modern Japanese architecture
Bonsai	About the art of cultivating miniature trees
Bunraku	About traditional Japanese puppet theatre
Calligraphy	About the art of writing beautifully
Contemporary Art	A list of sites to see contemporary art
Dolls	About various types of Japanese dolls
Gardens	About Japanese gardens
Ikebana	About Japanese flower arrangement
Kabuki	About traditional Japanese Kabuki theatre
Literature	About Japanese literature
Movies	About the Japanese cinema
No	About traditional Japanese No theatre
Poetry	About haiku and other Japanese poetry forms
Origami	About the art of paper folding
Tea Ceremony	About the ritual way of preparing and drinking tea
Ukiyo-e	About paintings of the floating world

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Over here we saw this example from Japan and we see dimension of architecture over here. We see Origami which is very famous and the very famous Japanese paintings. So, all of these are again creative and cultural industries.

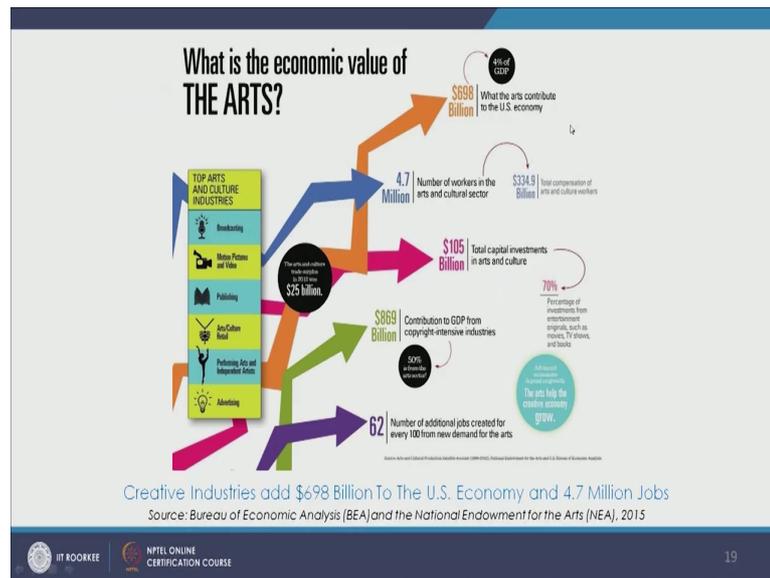
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Then we saw the overall case of European creative industries and how they contribute to making a cultural identity there. And we see all these different kinds of creative industries and how they contribute to the creation of employment, jobs and also wider economy, tourism, food, design, cultural experience.

So, we saw all this detailed scenario of how European creative economy works. We saw some very interesting statistics and how these data analysis help in you know bringing forth, the importance of all these creative in cultural industries.

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So, here very importantly we try to understand that how in U.S. 4 percent of GDP comes from all these creative and cultural industries that we see over here.

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Secretary of Commerce Penny Pritzker stated that **“with the creation of new data analysis like this one – which shows how arts and culture contribute to GDP – the Department of Commerce is providing a more detailed picture of what drives the U.S. economy, growth, and job creation. And, what is driving a significant portion of our economy today is the production of creative and cultural content.** Members of the creative community, myself included, have long made the case that **these industries are a vital part of our nation’s economic well-being**, and this announcement further proves that fact.”

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And how this data analytics is very important which shows that arts and culture contribute to GDP. And what is driving a significant portion of economy today in U.S. is a production of creative and cultural content and that these industries are a vital part of U.S. economic well-being. And this is the model that we are trying to also follow and

adapt to you know for our nation because we have also very rich creative and cultural industries. So, these data sets they sometimes substantiate already going on discourse and they substantiate it and they reinforce the need of you know why such terms are coming up and why this course is happening.

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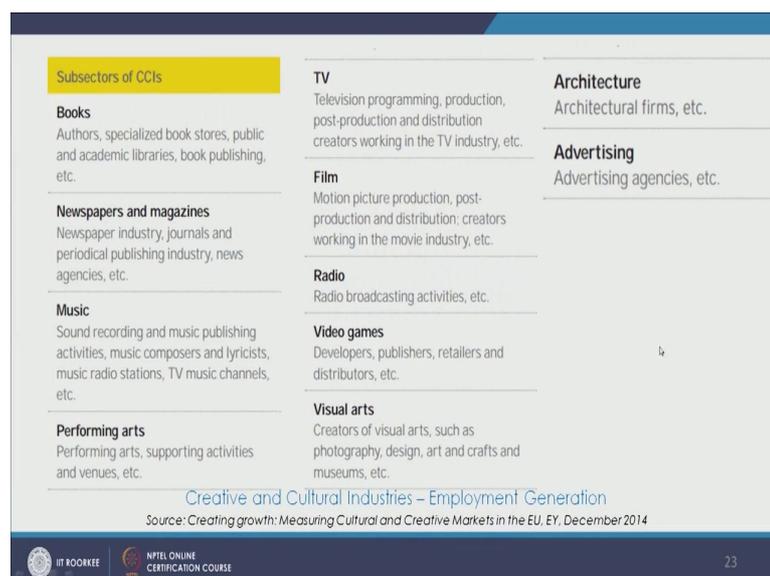
We saw some more interesting you know info graphics and we saw these data. And here we see the creative in cultural industries, they are at the number 3 you know in the top 3 which contribute to the employment. So, more than 7 million Europeans are directly employed by this creative and culture industries.

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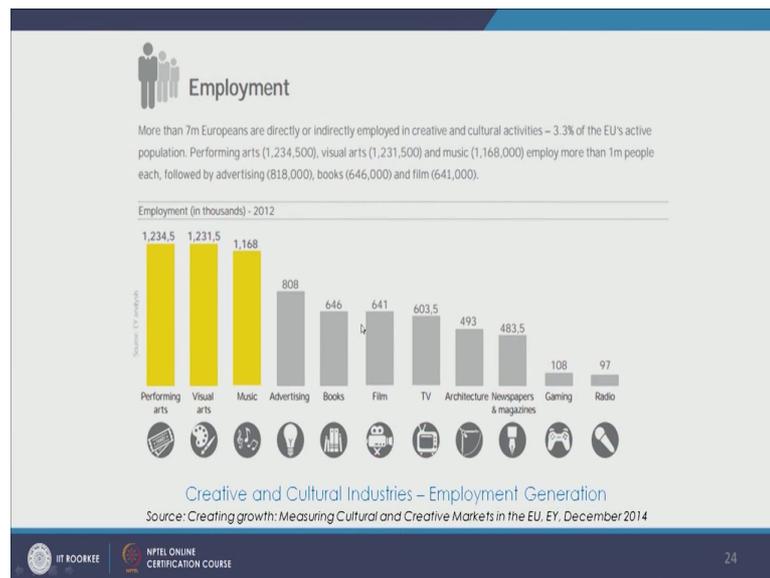
We saw all these data sets, we saw this data where we saw that how architecture and visual arts they form an important part of the Europe's creative economy. And we see like you know 5 of the 10 most attended international festivals are in Europe. Lot of museums are visited in Europe and it is known for its museums and art and craft and creative industries all over the world.

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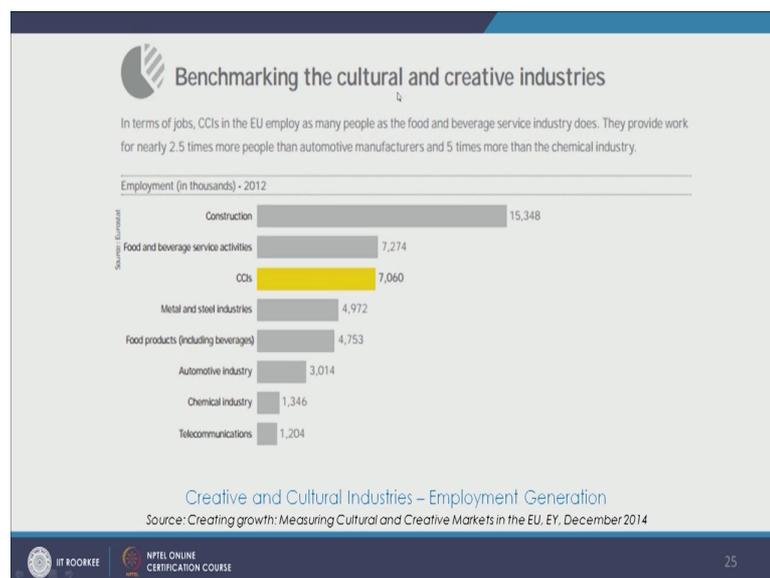
We saw different sub-sectors of creative in cultural industries, where we can see again architecture, visual arts, and performing arts. Here in the visual arts category Europe has put arts and crafts, we see it over here it also has design. So, these sub-sectors are also there.

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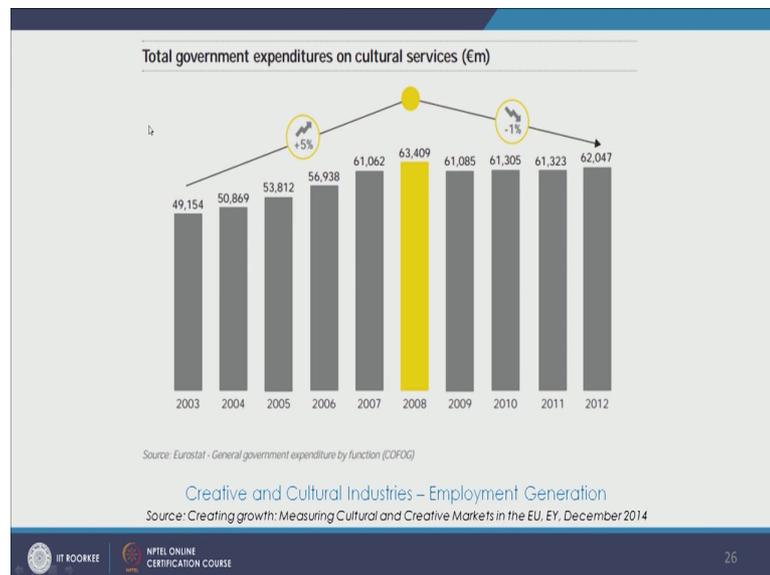
In terms of employment it has contributed a lot specially for the youth in the European scenario.

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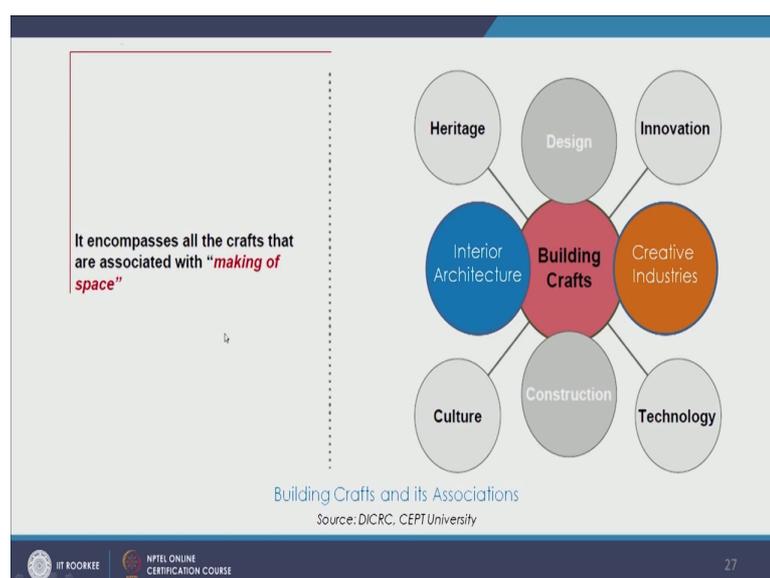
And again so, it is benchmarked as one of the top 3.

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Also, what another important thing that we discussed in one of the modules was that the government is also willing and it also allocates funds on its cultural services. So, that vision is very important and that kind of expenditure is very crucial for these industries to grow up and for the creation of culturally sustainable livelihoods.

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When we try to understand what are building crafts and we could sum up that the crafts that are associated with the making of space are known as building crafts, and there is this DICRC model that we discussed in detail. So, we see building crafts and we talk about its varied associations and for us the prime importance is building crafts interior architecture, creative industries and these associations.

And how you know the building crafts contribute to creating and enhancing interior architecture. And how all the creative and cultural industries could plugin to this largest sector of building crafts and which can result in the creation of interesting interior architecture through different space making elements.

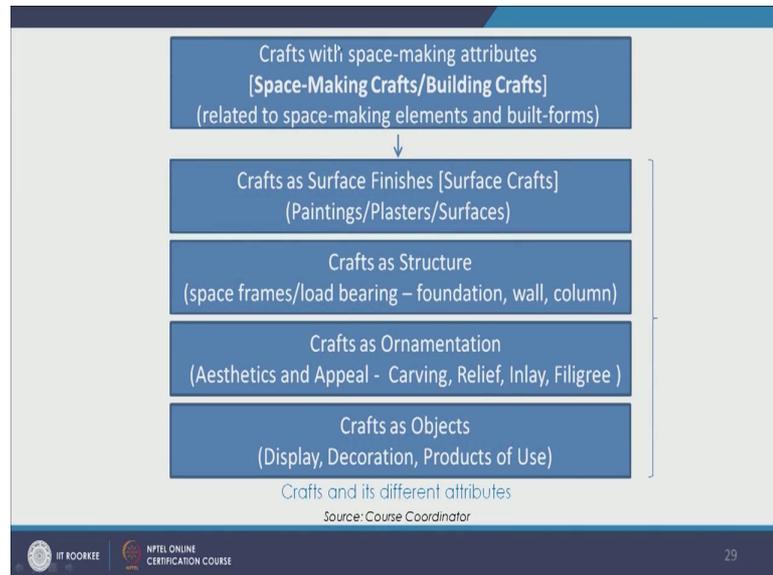
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So, according to DICRC “Specialist building skills using traditional materials and techniques required to conserve, preserve, restore and revive the nation’s historic buildings and structures.” These are the building skills and building crafts and the practices which employ manual dexterity and skill. So, it is handmade and it recognizes the importance of human scale and manual dexterity, values human skills and understanding of traditional materials designs and techniques.

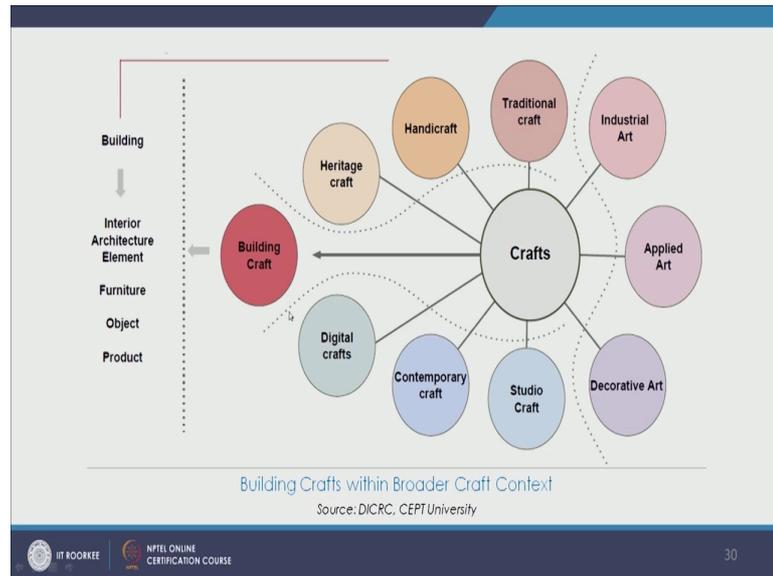
So, that is how they try to explain what are the indigenous skills and building crafts and we had a discussion on that, then we also try to understand crafts and its varied attributes.

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So, if you are talking about crafts with space making attributes and not just as utilitarian crafts then we can look at it consider it in all these four different ways which are; obviously, not so exhaustive and the list and the research can go on. So, craft as surface finishes, craft as structure, craft as ornamentation, craft as object. We discussed all of these in quite details. So, now I am just summarising and giving an overview.

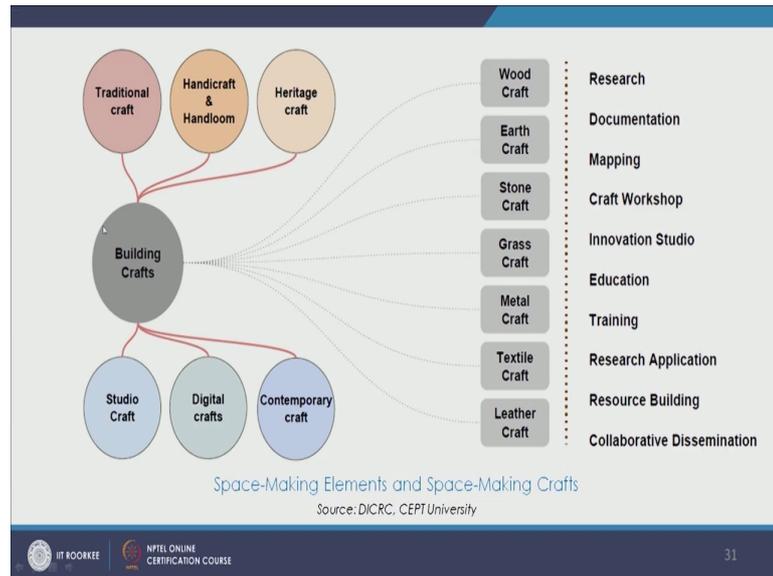
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Then we try to understand the larger context of craft. So, crafts is a huge umbrella term and if we see the larger context there are different kinds of all these art and craft form say handicraft, applied art, traditional craft all these over here that we see you contribute to the larger context of craft this sector of craft and building craft is just another one like the other contributory sectors and this building craft is what contributes to the interior architecture.

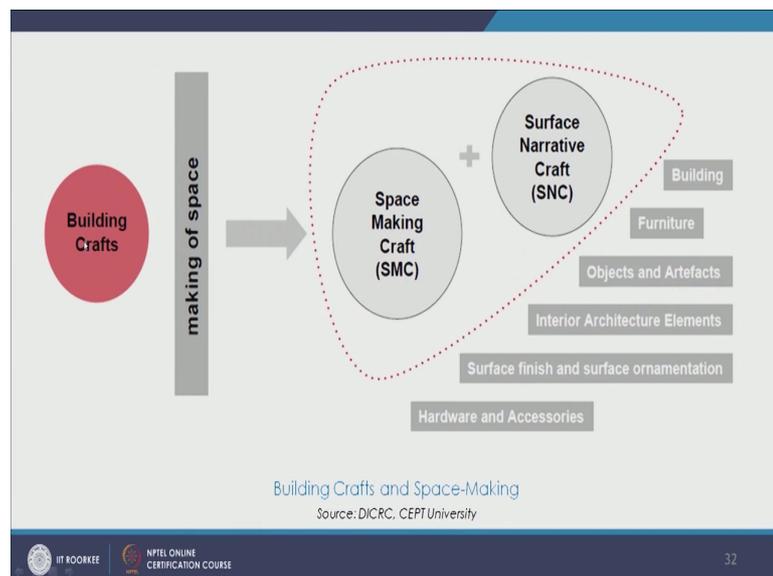
And what we see in interior architecture that we relate to as space making craft or building craft and that is what we have been discussing in this course and specifically in few modules.

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Also, this building crafts how they are defined by different materials. You know there are different kinds of materials and these can be defined by them. And we also discuss the need for research and documentation and dissemination and promotion of these skills and building crafts.

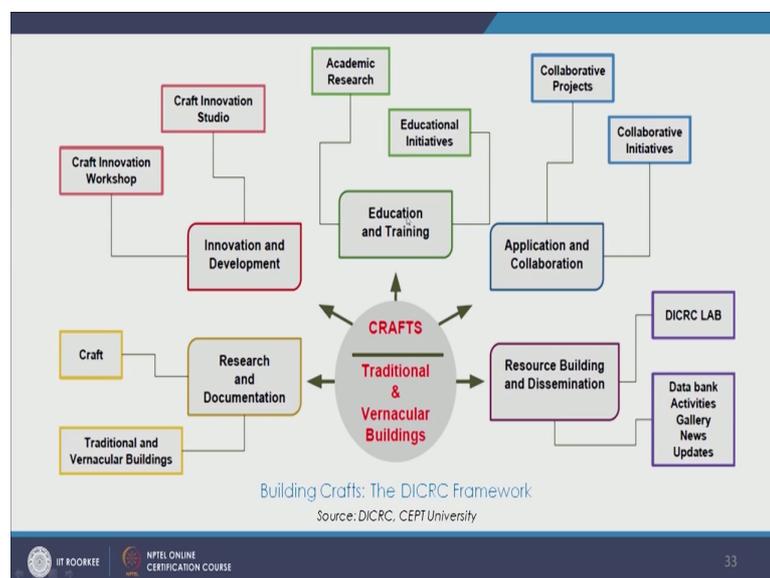
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Also, we tried to understand that building crafts contribute to the making of space. And that happens largely at two-levels which is the structural application and the surface application.

And we saw the different elements you know right from hardware and accessories to furniture and the entire building in overall gamut of these techniques and activities and materials. We saw at all these different levels, in different capacities these building crafts can contribute to the making of space or enhancing of space whether it is structurally done or it is done at a surface.

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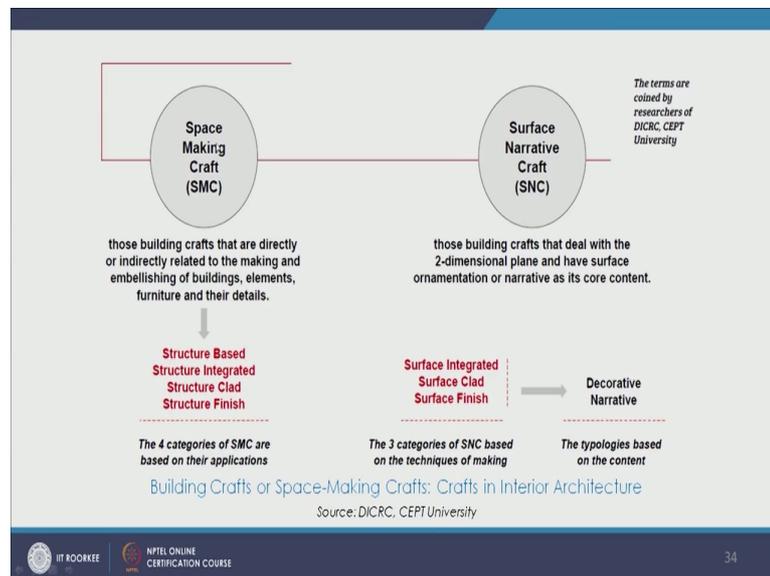


We discuss this at length, what is the DICRC framework and you know their centre of activities and research is craft and which is seen in traditional and vernacular buildings. So, we are talking about building crafts over here and these four five important nodes we discussed. And what all activities they do under each of these nodes and how they are contributing to you know discussing these creative and cultural industries, establishing their importance, their value.

And what are the challenges in the building craft sector and how we can bring it back to the mainstream. And how as academicians and architects and designers through different kinds of research activities and collaborative projects and studios and workshops, we can

do our little bit and prevent all these you know art and craft forms from languishing, from dying. So, that is the larger intention.

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We also discuss again in detail you know what are the different categories of space making craft that happen at the level of structure and which are structurally integrated and which are important for the structural aspect of a building or interior architecture, and also the surface the ones that are majorly two dimensional and that are narrative and which go on the surface. So, we discussed these 2 broad categories and the subcategories in detail, we saw the categorisation.

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Space Making Craft (SMC)	Surface/ Non-Structural Craft (SNC)
oStructure Based	oSurface Integrated
oStructure Integrated	oSurface Clad
oStructure Clad	oSurface Finish
oStructure Finish	oCombination
oCombination	Craft Artifact/Object

Building Crafts or Space-Making Crafts: Categories
Source: DICRC, CEPT University [with modifications by the course coordinator]

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So, what are the major categorisations and we also see that we can see craft as just artefacts and object other than structural and the surface domain. So, this is what we try to summarise, we saw some examples. So, because we already had this module in detail I am just going to show the summary and some images.

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(SMC)	
oStructure Based	
oStructure Integrated	
oStructure Clad	
oStructure Finish	
oCombination	

Space-Making Elements and Space-Making Crafts: Koti Banal Style of Architecture, Uttarakhand
Source: Gautam Mayuresh, Master's Thesis - Mapping Indigenous Building Practices in Interior Architecture of Uttarakhand, IIT Roorkee [guided by the Course Coordinator]

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So, we saw some examples of each category of craft and from different regions so this is Uttarakhand.

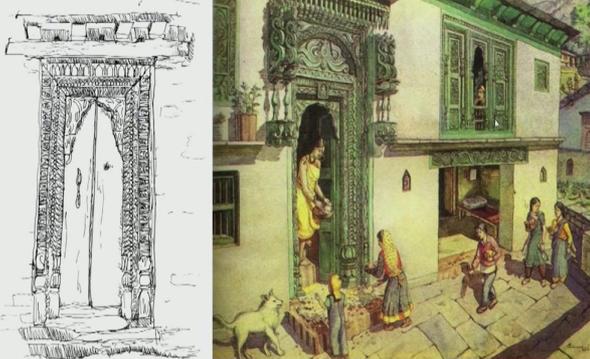
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(SMC)

- oStructure Based
- oStructure Integrated
- oStructure Clad
- oStructure Finish
- oCombination

(SNC)

- oSurface Integrated
- oSurface Clad
- oSurface Finish
- oCombination



Building Crafts and Interior-Architecture of Uttarakhand

Source: Course Coordinator, project Dharohar, IIT Roorkee (left); Dr. Yashodhar Mathpal (right)

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Again we saw some examples. Here again.

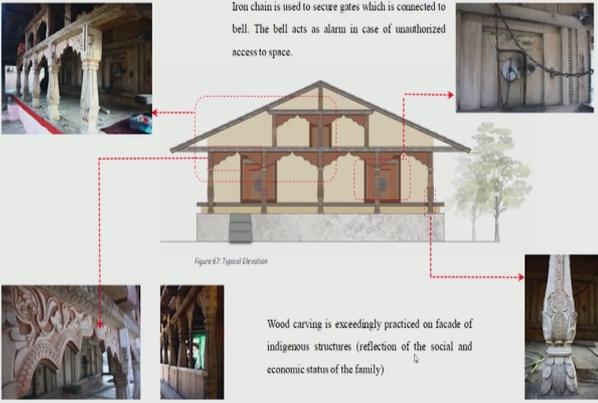
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(SMC)

- oStructure Based
- oStructure Integrated
- oCombination
- oStructure Clad
- oStructure Finish

(SNC)

- oSurface Integrated
- oSurface Clad
- oSurface Finish
- oCombination



Iron chain is used to secure gates which is connected to bell. The bell acts as alarm in case of unauthorized access to space.

Wood carving is exceedingly practiced on facade of indigenous structures (reflection of the social and economic status of the family)

Figure 67: Typical Elevation

Building Crafts and Interior-Architecture of Uttarakhand

Source: Gautam Mayuresh, Master's Thesis - Mapping Indigenous Building Practices in Interior Architecture of Uttarakhand, IIT Roorkee (guided by the Course Coordinator)

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Majorly the examples of Uttarakhand and there is this analysis where we are trying to see different space making elements, and different building crafts, and how they create or enhance these spaces.

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(SMC)

- oStructure Based
- oStructure Integrated
- oStructure Clad
- oStructure Finish
- oCombination



Building Crafts and Interior-Architecture of Uttarakhand
Source: Course Coordinator

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Again some examples, this is the discussion that we had out of all the different categories which one could we see in these furniture elements or interior architecture elements.

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SMC: Structure finish

These are the crafts that are applied on the surface of the interior architecture elements, furniture and interior accessories. They may or may not be integral part of the surface.



Building Crafts: Categories
Source: DICRC, CEPT University

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(SNC)

- oSurface Integrated
- oSurface Clad
- oSurface Finish
- oCombination



Building Crafts and Interior-Architecture of Uttarakhand
Source: Course Coordinator

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We saw another few examples, examples like these.

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(SNC)

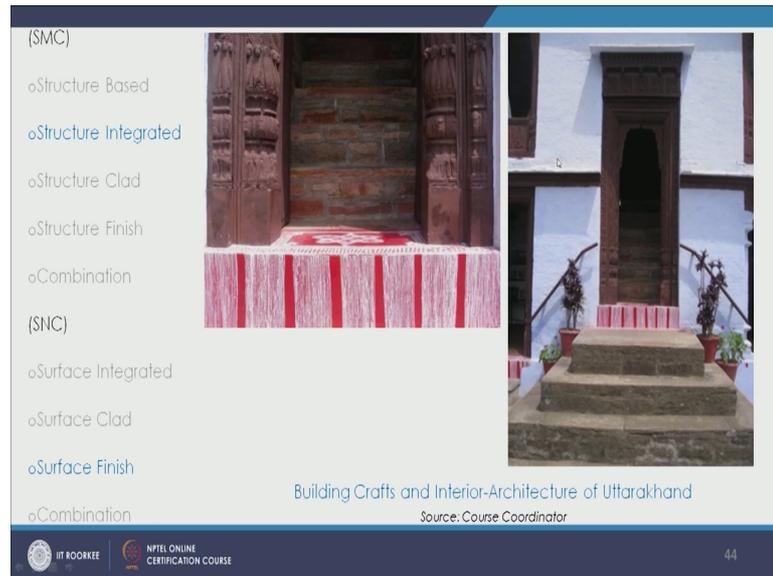
- oSurface Integrated
- oSurface Clad
- oSurface Finish
- oCombination



Building Crafts and Interior-Architecture of Uttarakhand
Source: Course Coordinator

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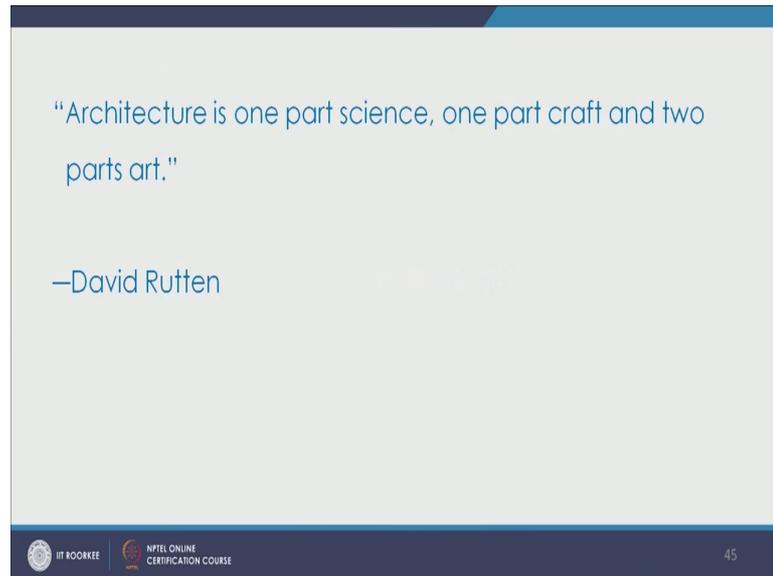
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And we try to understand how we can you know discuss and analyse these craft forms not in not just in terms of aesthetics or expressions, but also like how they how they contribute in creation of space at different levels, in different capacities. How it contributes structurally, where it is just a surface embellishment and all these discussions we had.

So, after seeing all these interesting examples and the overview of the entire week let me just try to sum up with some nice quotes.

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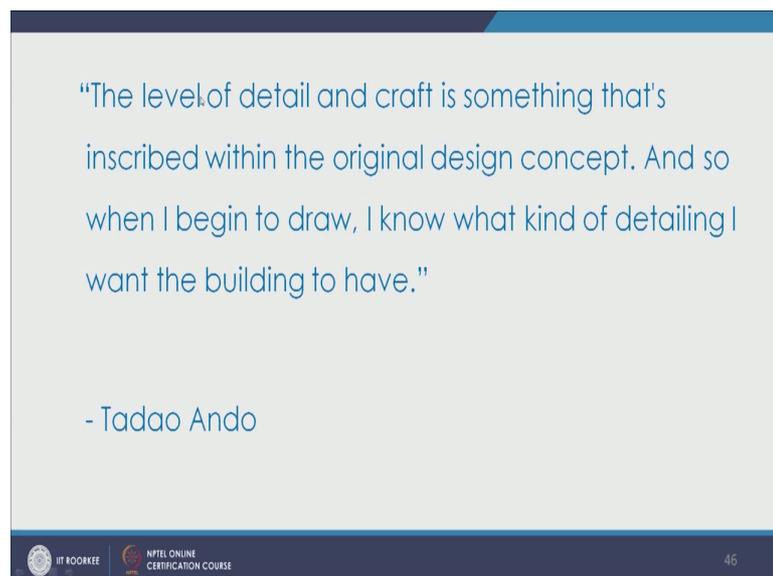
“Architecture is one part science, one part craft and two parts art.”

—David Rutten

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“Architecture is one part science, one part craft and two parts art.” So, what we are trying to say also throughout this module is that architecture is not just building science; it is also about craft of making it, different skills that come together in the creation of it and also an expression, also an art. So, the entire the entire plethora and the entire gamut of all these activities creates beautiful timeless interior architecture.

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“The level of detail and craft is something that's inscribed within the original design concept. And so when I begin to draw, I know what kind of detailing I want the building to have.”

- Tadao Ando

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Then another interesting one, “The level of detail and craft is something that’s inscribed within the original design concept. And so when I begin to draw, I know what kind of detailing I want the building to have.” And this is Tadao Ando and we all love his buildings, his interior architecture and it is so close to nature and so crafted and so much detailed out and that is what he is trying to sum up.

So, next module we will focus on best studies related to this subject. We are going to see some of the best studies, when we talk about building crafts in interior architecture and now some references.

(Refer Slide Time: 20:19)



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IIT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 49

Now, references are a summation of the entire weeks discussion and they are just put together. So, I am going to browse through them.

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IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 50

This focuses on creative and cultural industries largely. Then we have space making crafts and we have different kinds of interior architecture styles specially Uttarakhand because we saw lot of examples.

(Refer Slide Time: 20:41)

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IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 51

Few other sources that talk about craft traditions and paradigms of Indian architecture and different kinds of space making crafts.

(Refer Slide Time: 20:53)

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III ROORKEE NPTEL ONLINE CERTIFICATION COURSE 52

Again, continued concepts of space making, elements of space making different kinds of buildings and the craft that goes in them. This is a bible, Crafts of India: Handmade in India, this is a very good book and this is really a bible for all of us who are interested in studying crafts of India.

(Refer Slide Time: 21:18)

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III ROORKEE NPTEL ONLINE CERTIFICATION COURSE 53

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Few others. Again material, craft, architecture, anthropology, narrations, story telling.

Thank you.