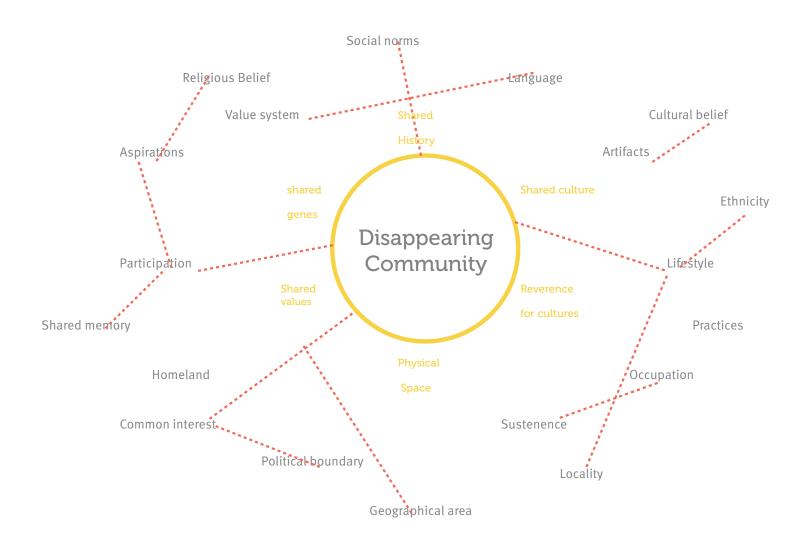


Theory of Community



Theory of Community



Research Outline

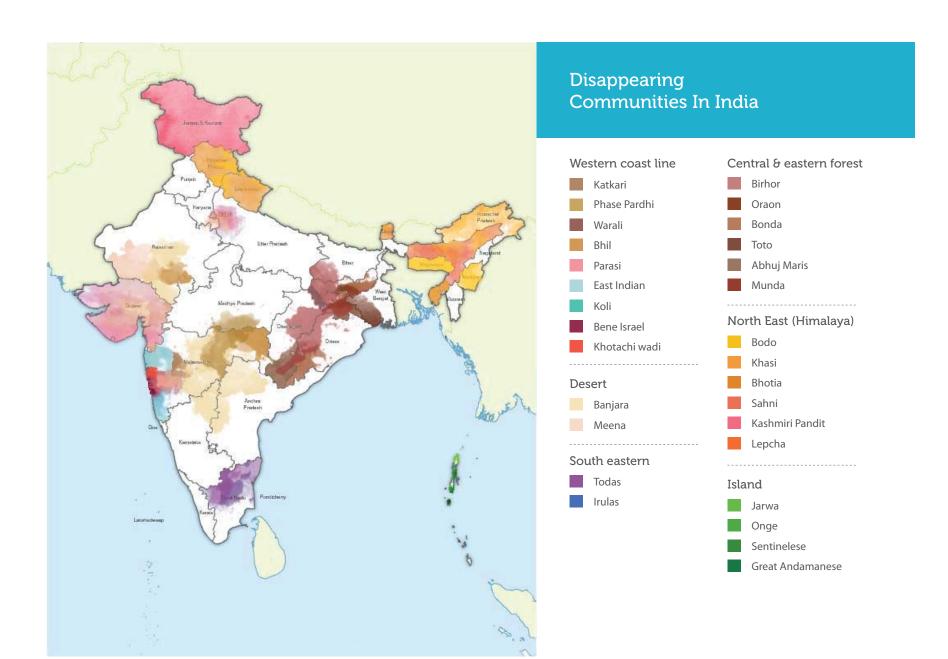
Study Framework

- To get overall idea about communities in India
- Created a structure by dividing community into three parts
- 1. Introduction of community
- 2. Identity of community
- 3. Indicators for community



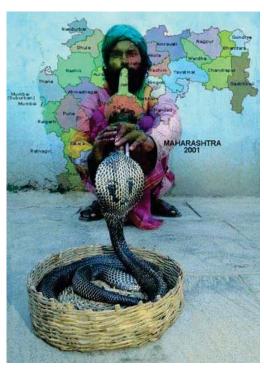


Ground Research India



Selection of community







Folk communities of Maharashtra Snake Charmers of India

Bene Israel of India





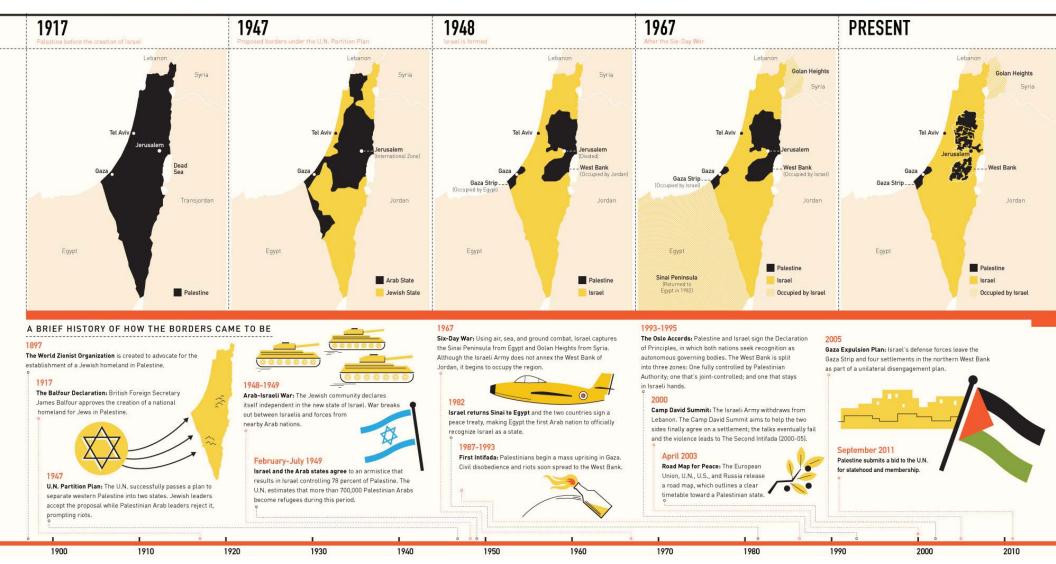


Bene Israel Of India





INTRODUCTION



[a]



ISRAEL: GEOGRAPHY





INDIA: GEOGRAPHY



INDIA

Indian Jewish Communities

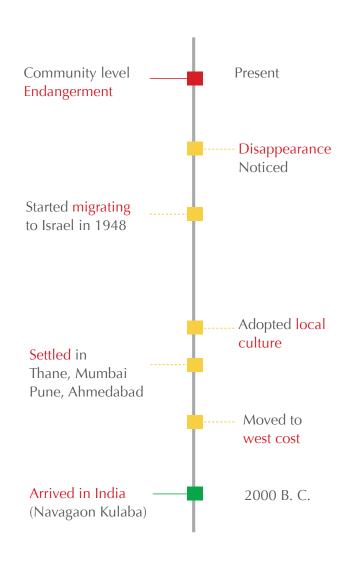
- Baghdadi Jews
- Cochin Jews
- Bene Israel

Bene Israel

- 'Children of Israel'
- Lost ten tribes of Jews



TIMELINE





"India is the only country in the world, in which through centuries Jews have dwelt in complete security and have been accorded an honorable place in the social structure of the land." [1]

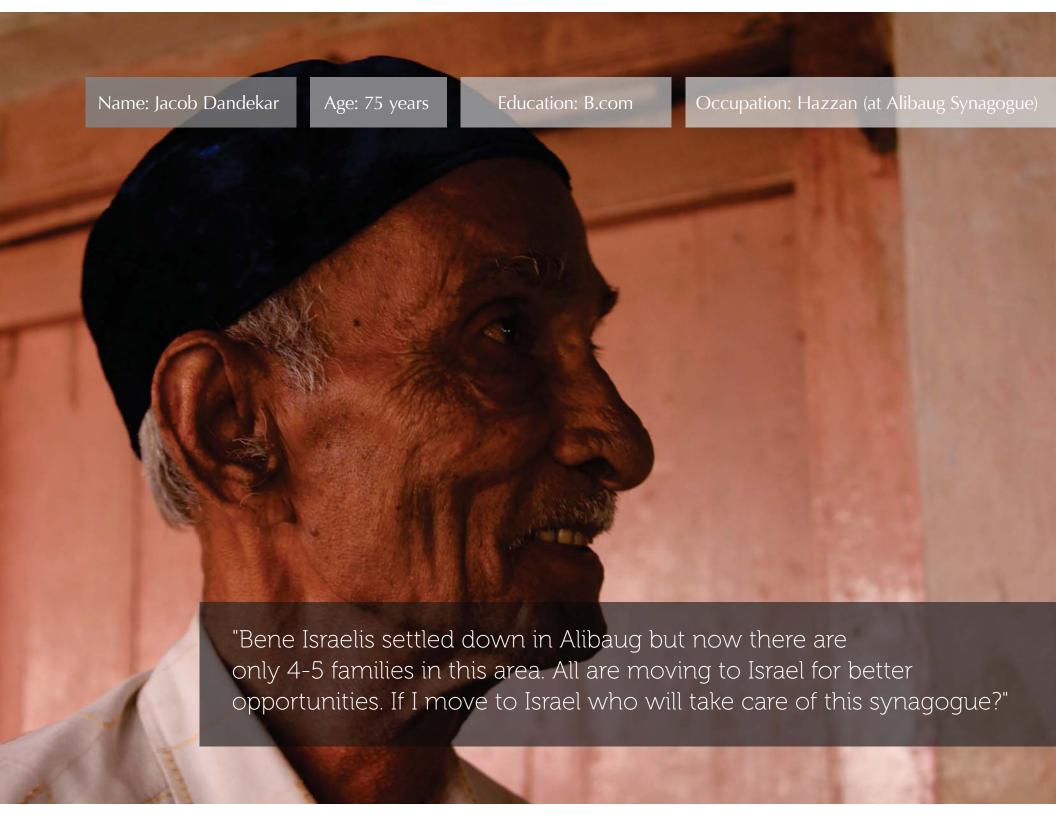
By Benjamin J. Israel

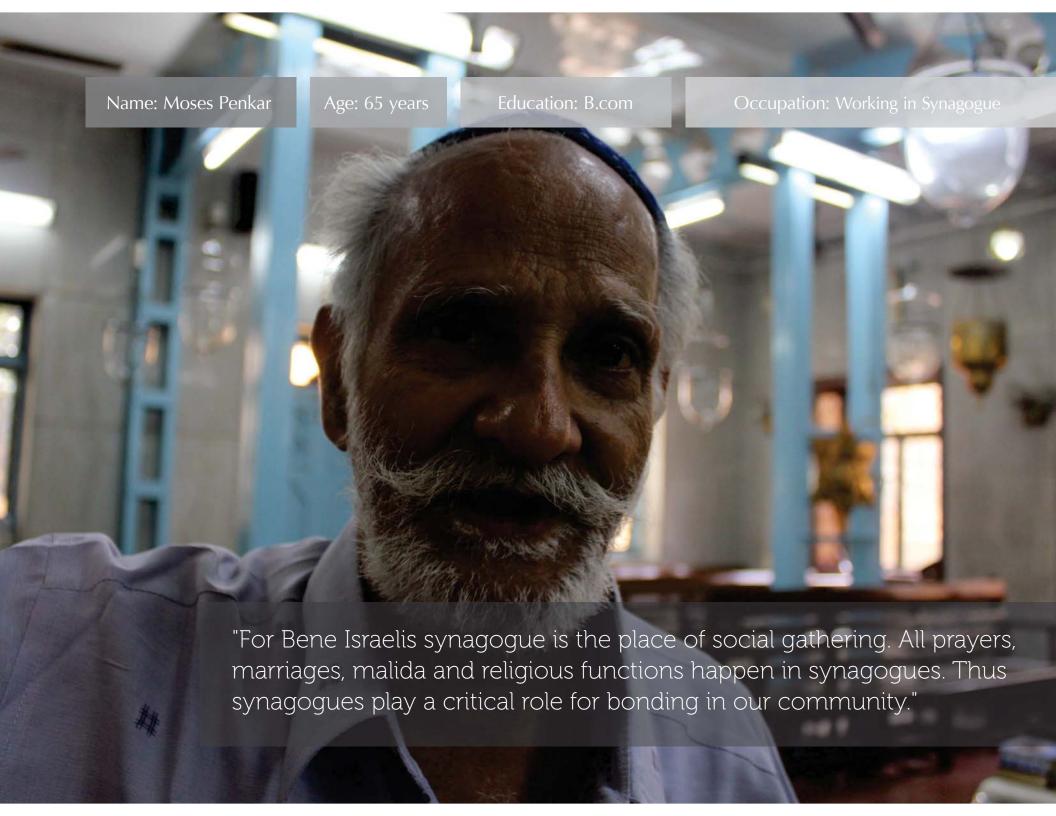


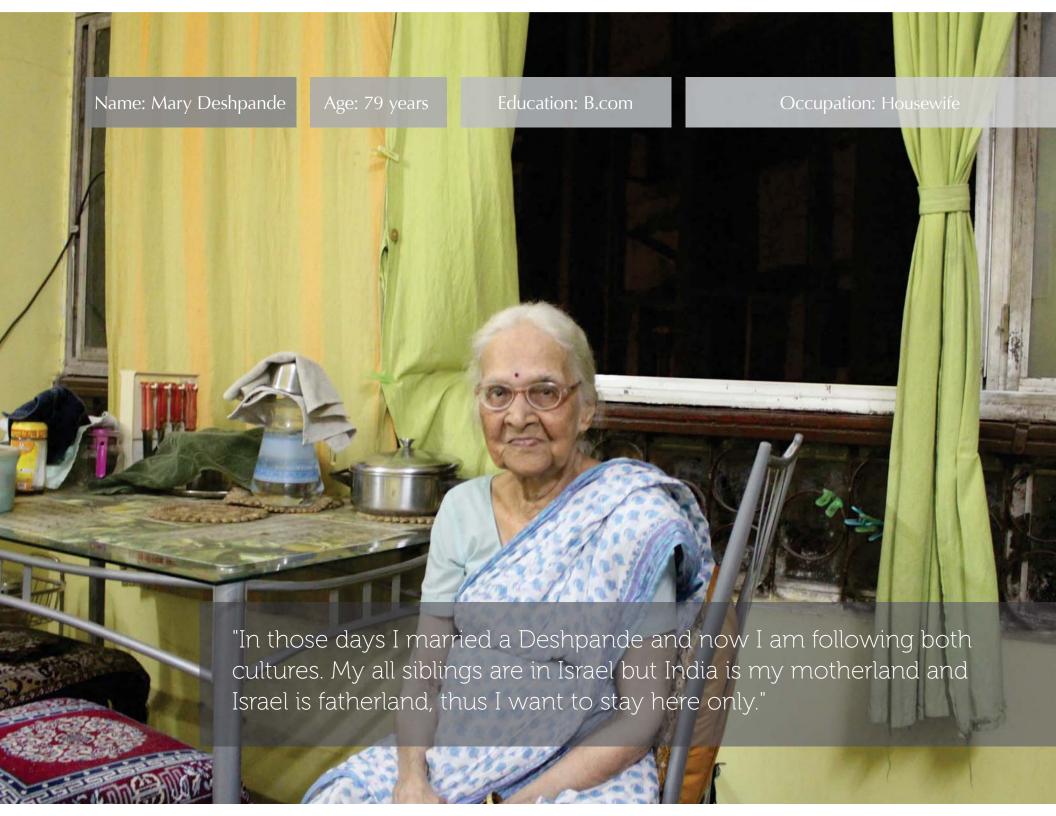


USER STUDY

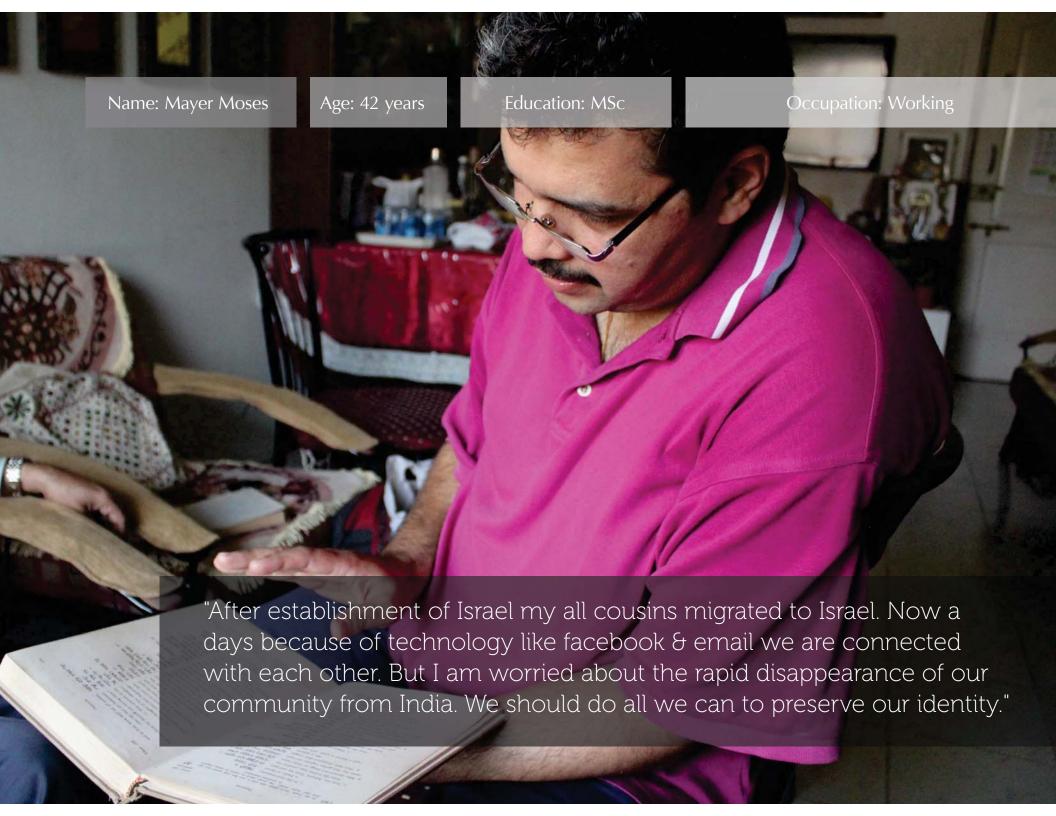










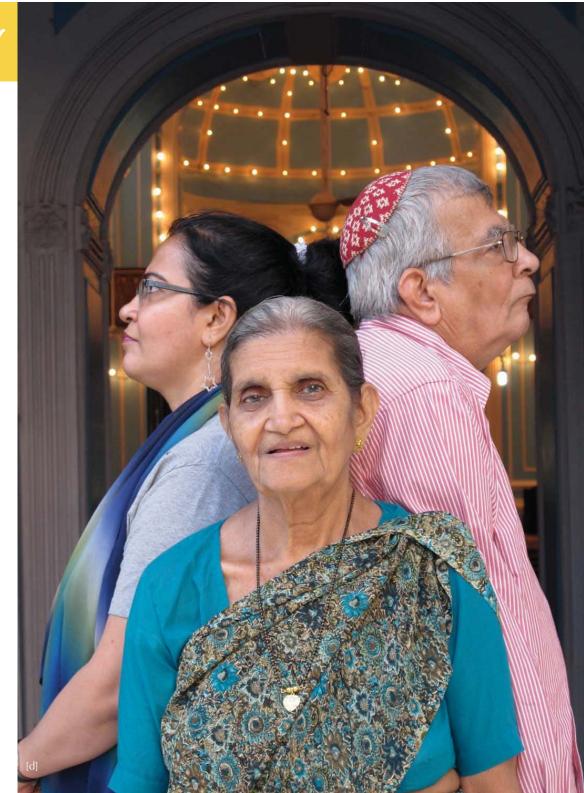






CULTURAL IDENTITY

- Bene Israel adopted Maharashtrian culture
- Influence of Marathi, Konkani neighbors
- Mumbai, Thane, Pune, Ahmedabad
- Marathi speaking Jewish ethnic group
- Dress in Marathi fashion (sari)
- Their language changes region wise
- Typical Maharashtrian cuisine
- Do not work on Saturday
- Their surnames are Interesting eg, Penkar, Kihimkar







जादाई मोजस वर्षलकरा, नर्म ' याजिक हुन त्यांची कन्या मेरीवाई पाया क ोन आलोम बोरधरकर गांजकर्न मो रद इसहाक आलीम नीगांवकर, प्रिण गांवकर ई मी नस उमर्डकरा गंजकहा म









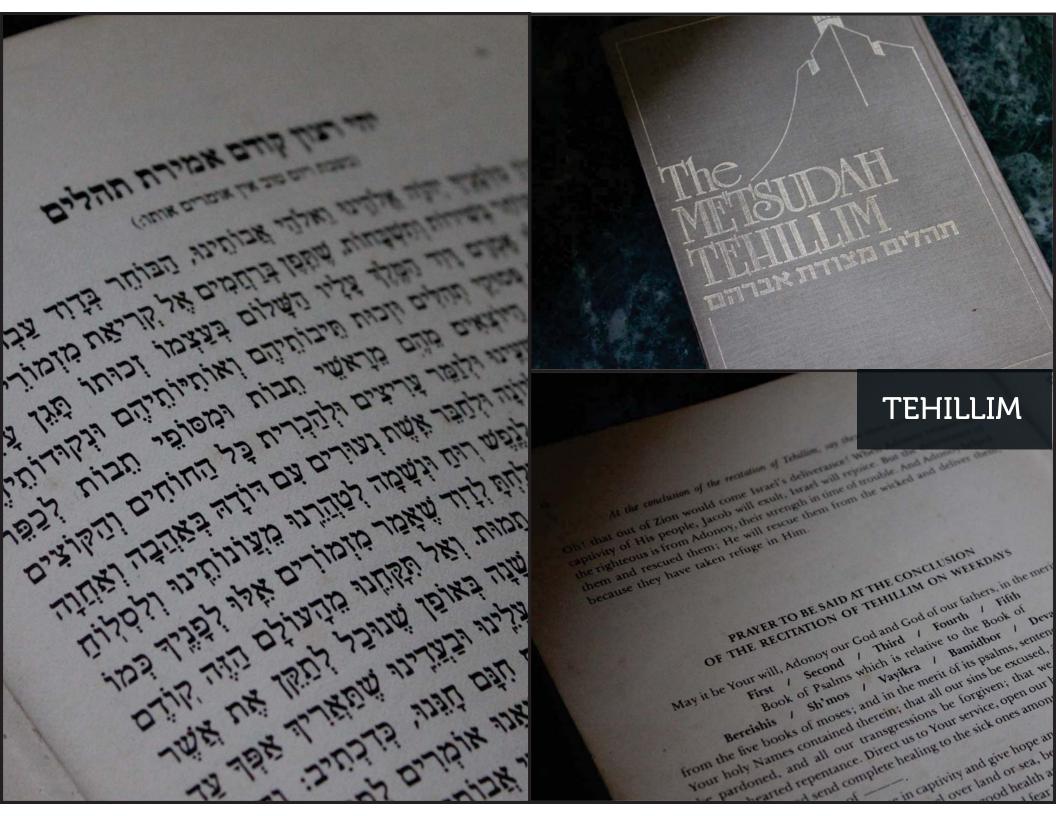


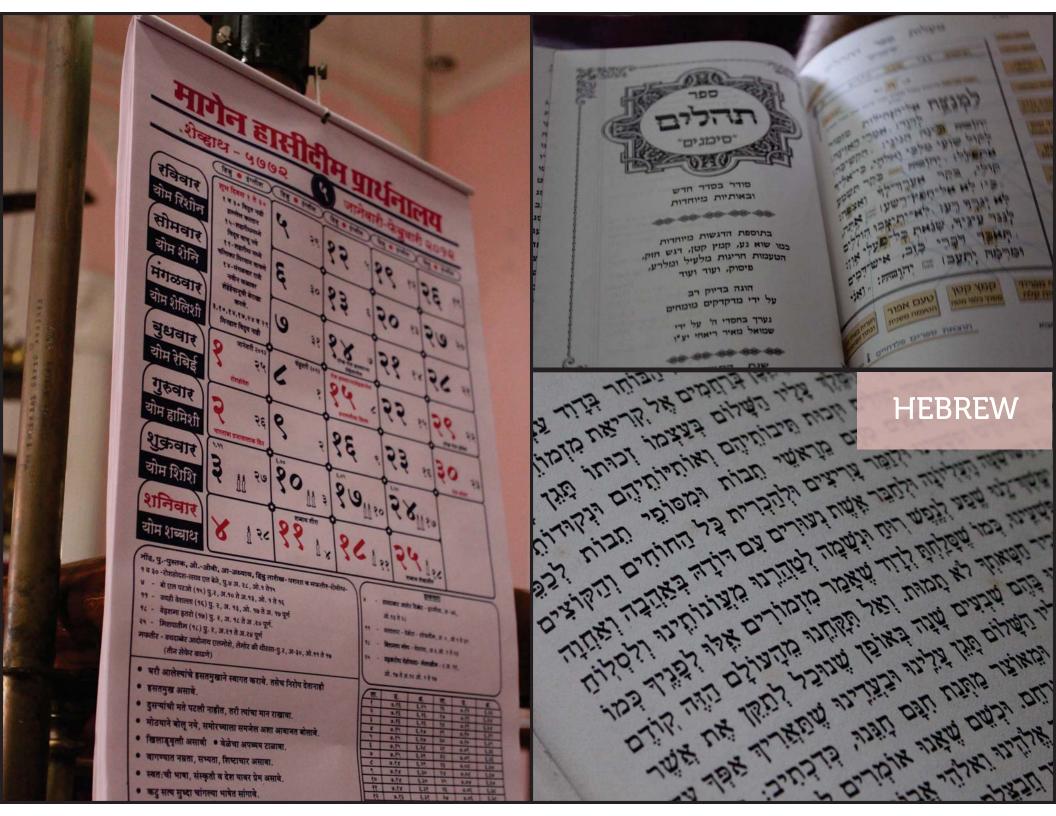














SYNAGOGUE

- Synagogues in India
- Structure of Synagogue
- Special Features
- Rituals
- Community Centre





SYNAGOGUE

- Synagogues in India
- Structure of Synagogue
- Special Features
- Rituals
- Community Centre

















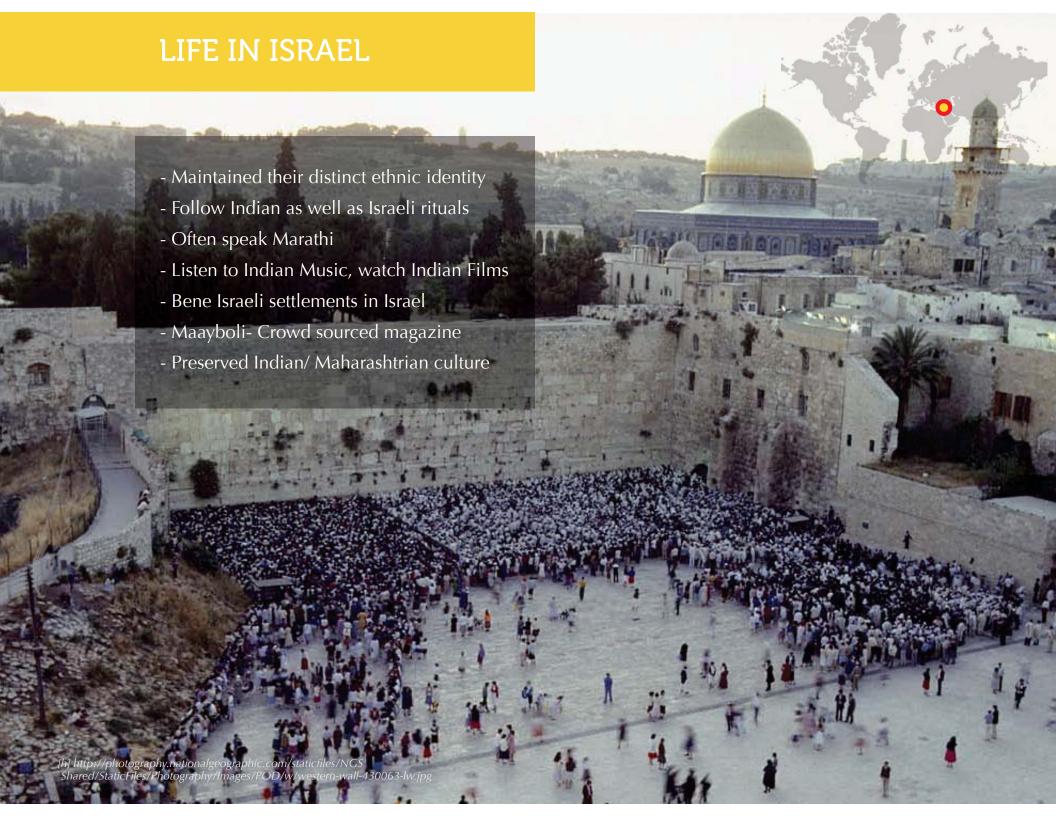


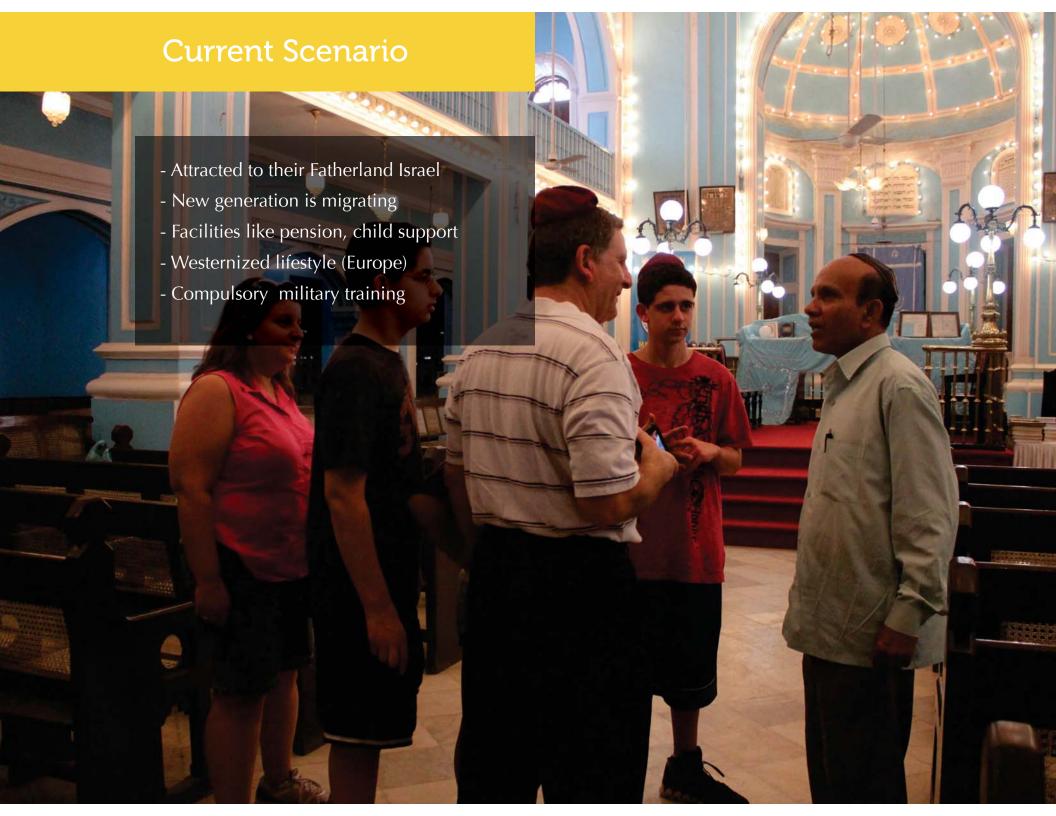










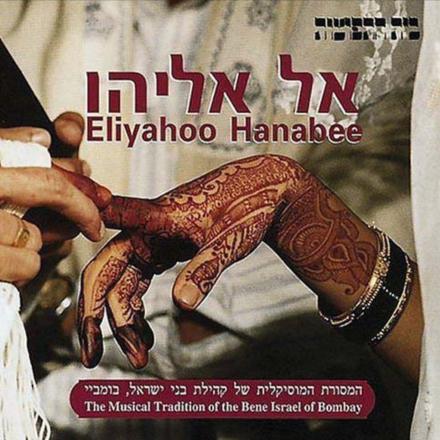


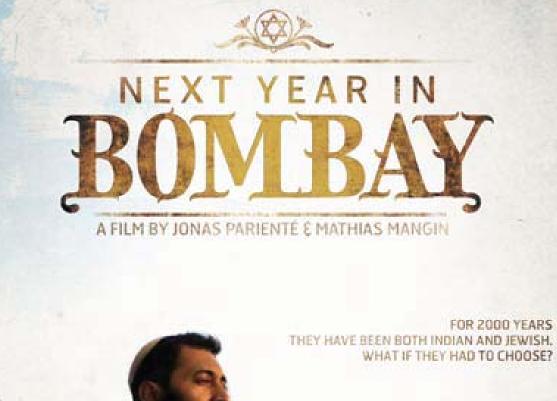


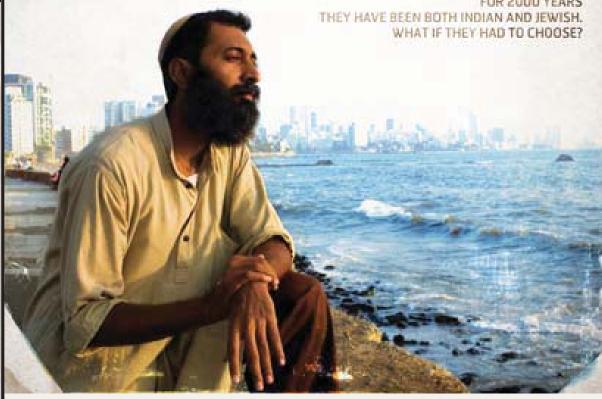
EXISTING SOCIAL MEDIA











[j] http://ecx.images-amazon.com/images/I/6199HGS3ZCL._SS500_.jpg [i]http://www.nextyearinbombay.com:80/english#!__english/gallery/photostackergallery0=0

fe.org/pages/articles/autumn2010/AJL_CoverStory_Growing-Up-Jewish_India.html

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A JOURNAL OF SPIRIT, SOCIETY AND CULTURE

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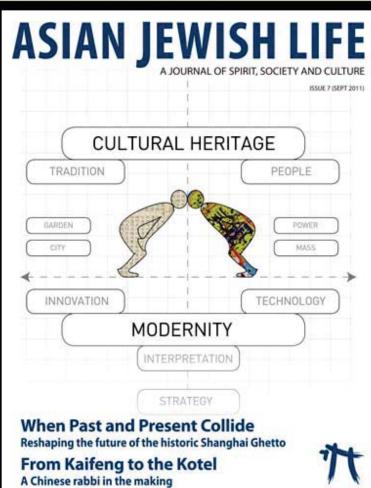
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Monthly magazine

COVER STORY: A Photo Essay Growing Up Jewish in India by Meirah Bhastekar & Richard Lord

All photos in this article and the photo on the cover are @ Richard Lord/courtesy of the American Jewish Joint Distribution Com





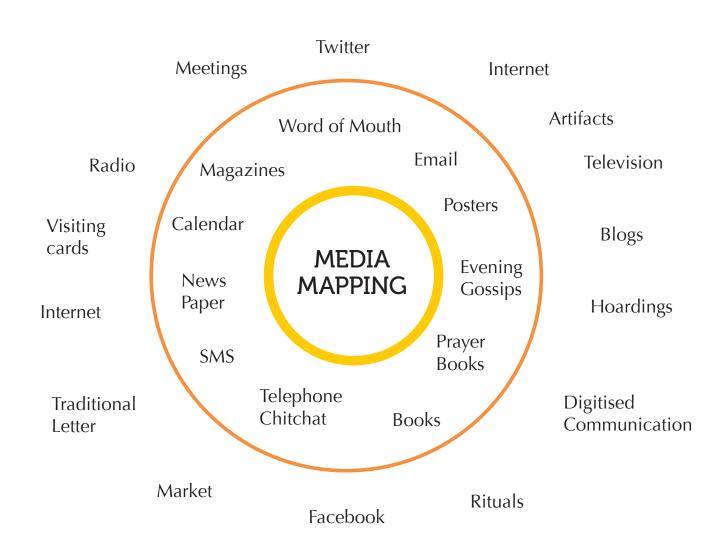
t is a startling reaction that I often face whenever I meet someone outside India who is confused or



SOCIAL SPACE



MEDIA MAPPING



OBSERVATIONS

- Marathi is their mother tongue and Marathi culture is an essential part of their lifestyle
- Immense respect for India, faithful to Jewish religion
- Contemporary thoughts & promote inter-caste marriage
- They do not work on Saturday, eat strictly Kosher food
- Every home of Bene Israel 'mesuza' have a special place
- Bene Israelis meet each other at synagogue every Friday
- All they are educated and use latest technology
- Bene Israel In Israel are still attached to India, thus they come here in holidays
- In Israel also they have still maintained their distinct identity and still worship in Bene Israel synagogues
- Old generation is worried about their disappearance
- Young people are not keen on preserving their distinct cultural identity.
- Recent terrorist activities have included Jews as a target

PROBLEMS

- The main problem is voluntary migration to Israel
- This decrease number of their population is dwindling their age old community
- No strong connection between members within India
- Old generations in India are worried because their children are in Israel leading to constant unhappiness
- Because of less population synagogues are also facing crisis situations
- Some synagogues are now in very bad condition
- India don't have any Jewish law for their matters
 (Like Hindu / Muslim law for wedding, etc)
- Little or no Jewish education in the Bene Israeli youth today
- New generation is not aware / does not care about their distinct identity
- No form of active social media exists in spite of technological development



NEED FOR PRESERVATION

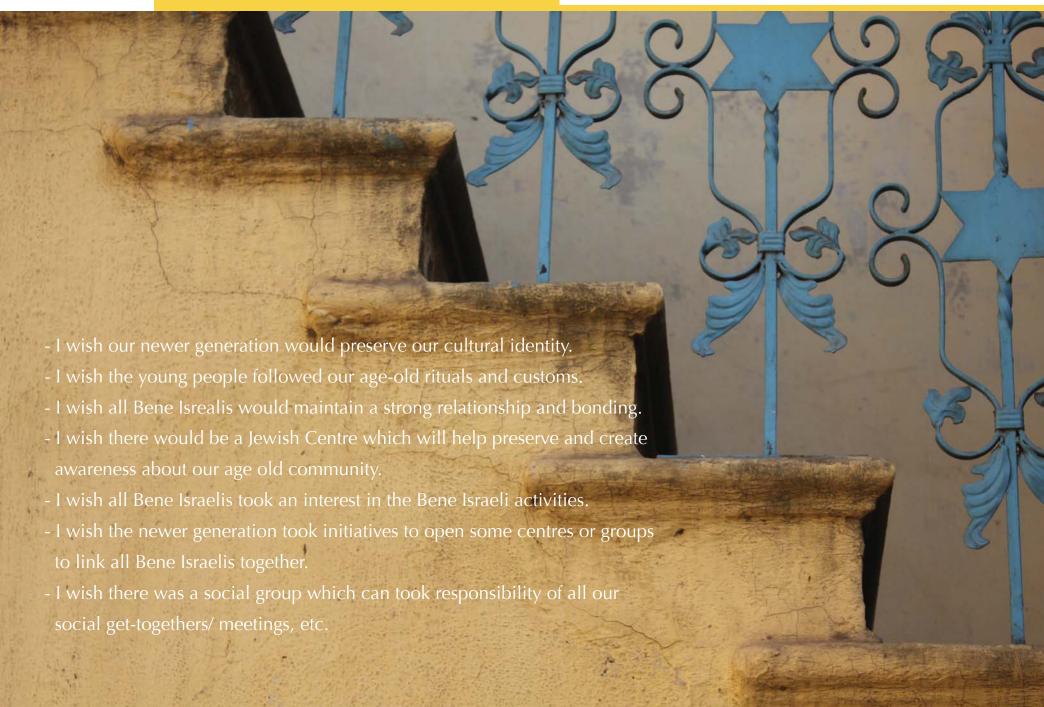
- New generation is migrating to Israel
- No one forcing them
- Current Population is 5,000
- Losing Identity
- Almost certain of disappearing in the next 10 years
- Affecting cultural identity of India
- Need for social media

"Bene Israel is the community which was and is living in India, but in coming years it will completely vanish from here."





WISH WE HAD



DIRECTIONS

How to achieve the aim?

- Indirectly help Bene Israelis by creating awareness about them
- To engage in active preservation methods to protect their dying identity
- Essential need of proper communication
- To discuss the current news, issues etc. related to their own community
- Need of social platform to share, to connect, to interact

Design directions emerging from the study so far:

- (1) Awareness, and
- (2) Communication

INITIAL IDEAS

- Weekly publication in Israel & India
- Educational program for young people
- Crowd sourced Magazine
- Jewish Cultural Tour
- Visual Documentation (book)
- Traveling Exhibition
- Community Social Media Network
- Online Resource Bank
- Interactive Mobile Based Application
- Experience Bene Israel
- Interactive Reinterpretation of Cultural Artifacts
- Interactive Kiosk for synagogue

TRAVELING EXHIBITION

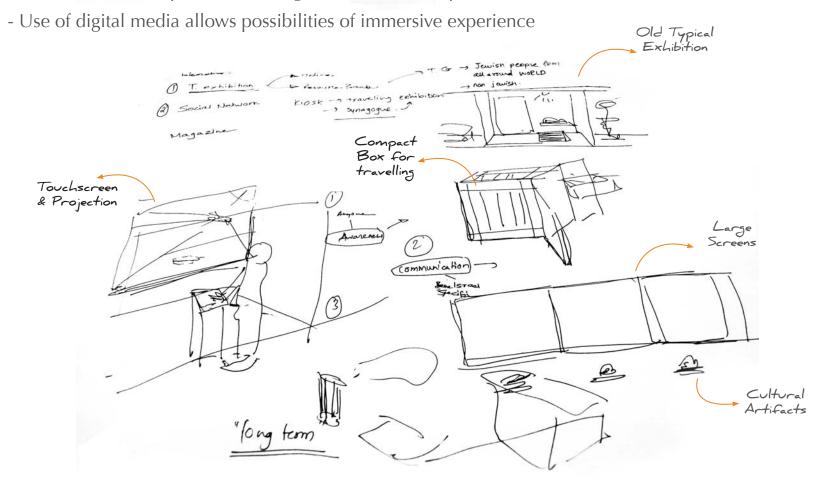
Context & Scope

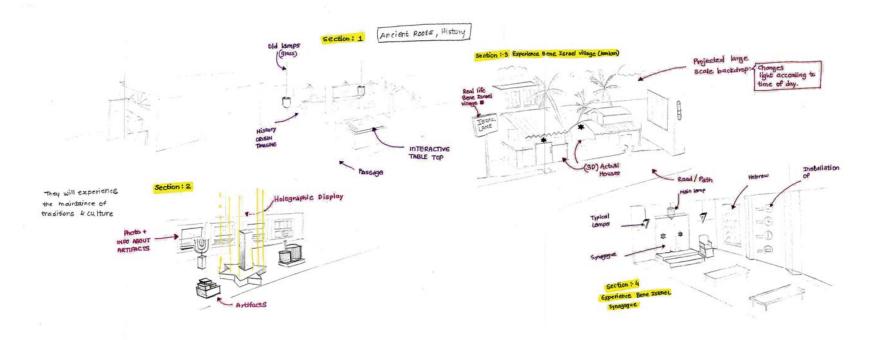
- Exhibitions have long been at the forefront of dispersing historical and current information amongst communities
- Open the knowledge to a much larger audience across locations
- Basic form of community social media
- Immense potential as the common man is hardly even aware of the existence of such a Jewish community in India
- Help foster greater acceptance and respect for the community
- Engage people to participate in active community preservation methods
- Help gather monetary support to conserve the landmarks of Jewish culture in India

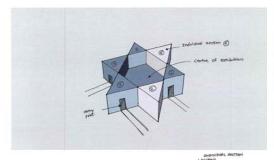
TRAVELING EXHIBITION

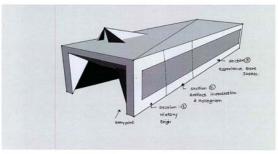
Possible Execution:

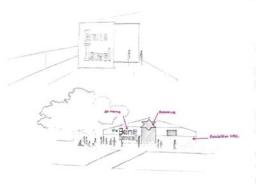
- Use of print media and screen media (posters + projection / touchscreens), it is possible to design an interactive experience











COMMUNITY SOCIAL NETWORK THROUGH SYNAGOGUES

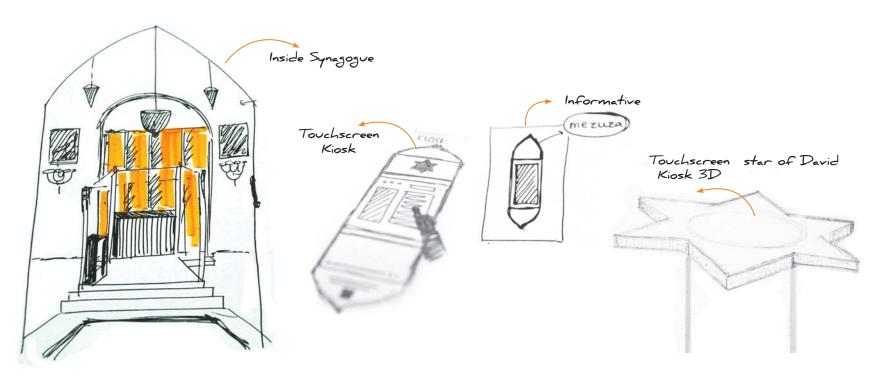
Context & Scope

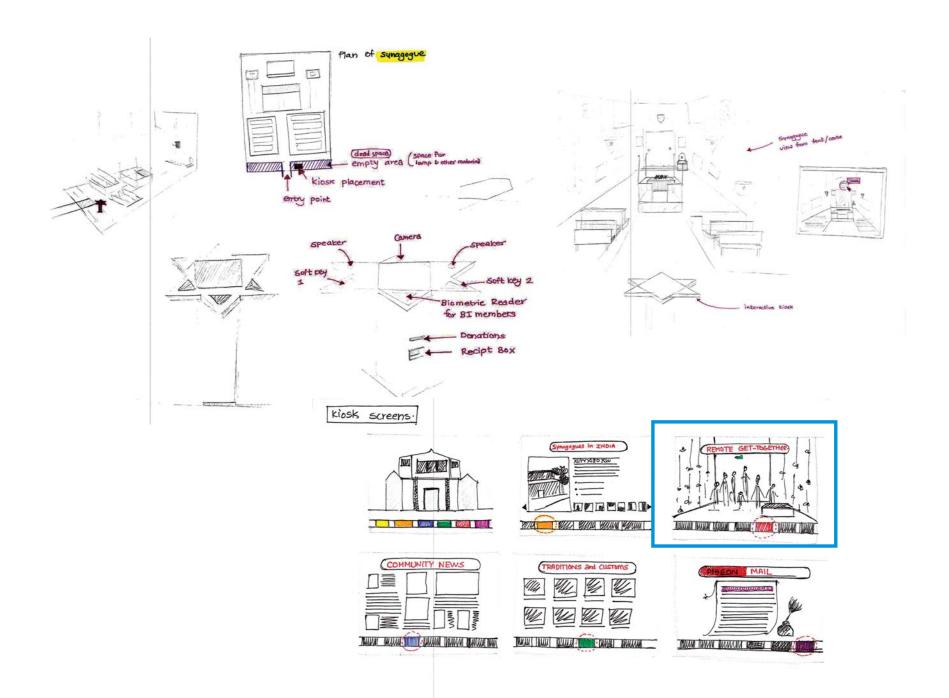
- At first Bene Israel community was entirely based in India
- Most of them have migrated to Israel
- Open to new technology & they are using it
- Express the need to keep in touch with their loved ones who might have migrated to Israel and vice-versa
- Consider India as a "Motherland" and Israel as "Fatherland"
- Connecting their motherland and fatherland.
- They want to connect with other Indian non-Jewish people

COMMUNITY SOCIAL NETWORK THROUGH SYNAGOGUES

Possible Execution:

- Use of Using an interactive touchscreen kiosk in Synagogues
- Compile updates about the overall happenings and news in the Bene Israel community
- Bring back the attention of the new-generation of Bene Israel to visit synagogues
- Finding prospective brides and grooms within the community





MULTI-PLATFORM E-MAGAZINE

Context & Scope

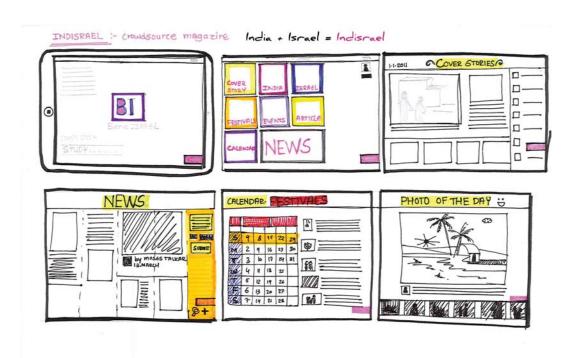
- Dissociation of individual members across geography
- Most of them have migrated to Israel
- Families in India are also dispersing as the younger members go to newer places
- No longer able to connect with their community in traditional means
- Sense of belongingness gradually vanishes
- In past there have been magazines for community
- Slowly loosing popularity in this digital world
- Need of online magazine which consolidates information from the social media streams and also photos, updates, articles from community members



MULTI-PLATFORM E-MAGAZINE

Possible Execution:

- To create a personal customizable magazine which would work for all users on their personal devices
- It should be designed for multiple platforms eg.computers, tablets, mobile devices.
- An online app aimed at consolidating community information.



AIM IS TO



AIM of the project?

Design a Social Media for

"Disappearing Community:

Bene Israel"

How to achieve it?

Problems

Solution

Main Problem

Migration:

90% are in Israel &

10% are in India

loosing their cultural identity

 No strong connection between themselves



AIM IS TO

Preserve remaining Bene Israelis in India

Create awareness in Bene Israelis from Israel (Experience Bene Israel)

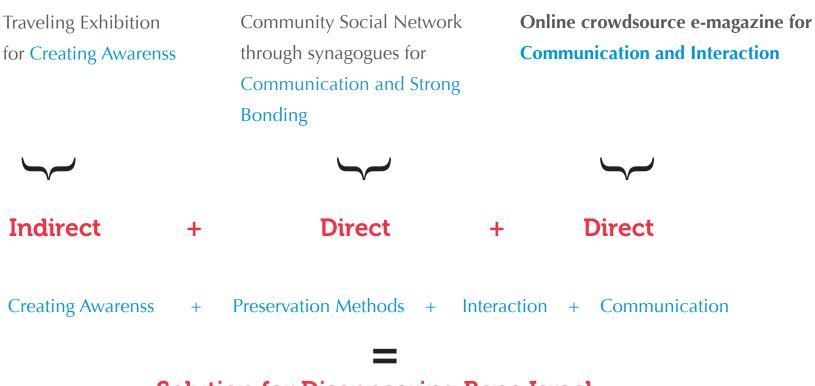
Make a **strong connection/ maintain** a strong connection between India and Israel

Other people should know about their unique cultural Identity

Bene Israelis should maintain their identity as Indian Jews/ **Bene Israeli** from India.

AIM IS TO

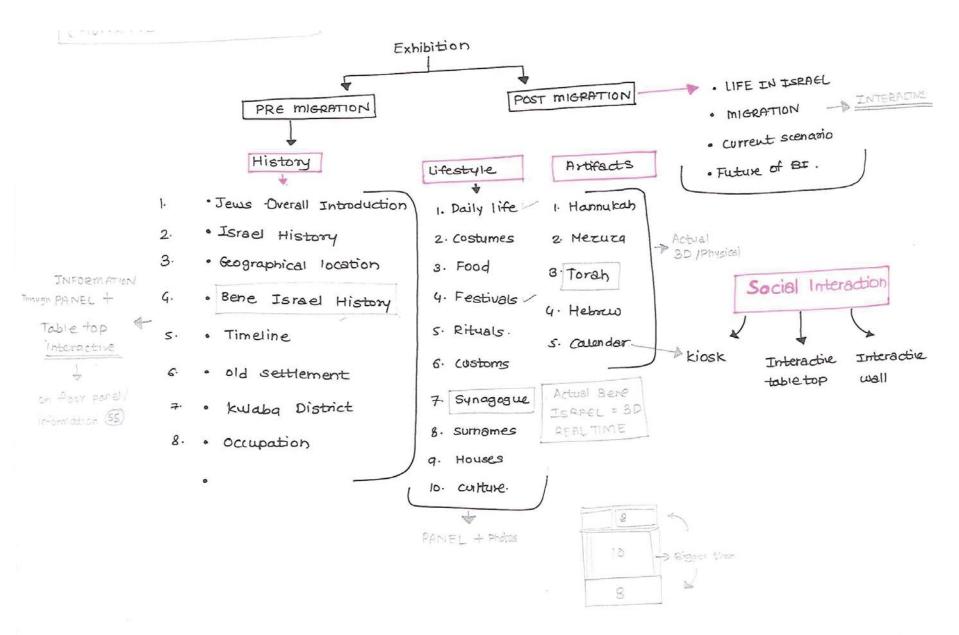
Concept Finalization



Solution for Disappearing Bene Israel

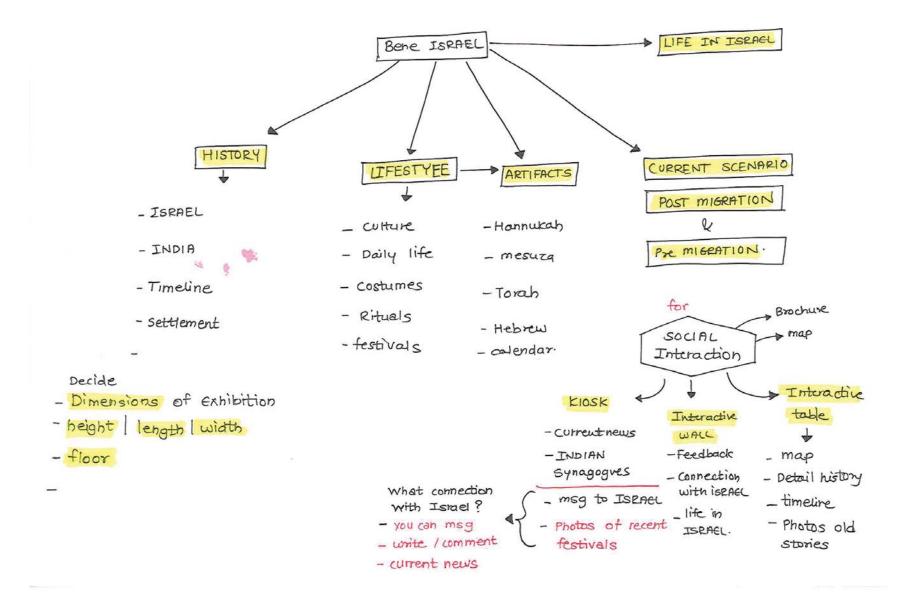


Chunking of Information



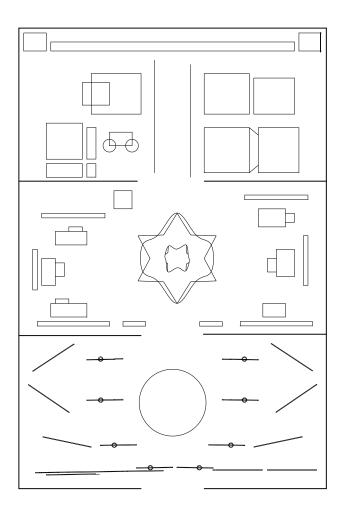


Content of exhibition





Concept Integration



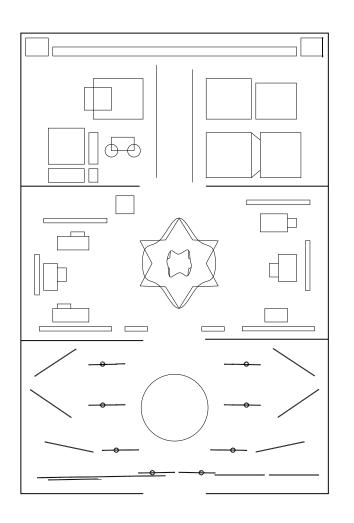
Section 3

Section 2

Section 1



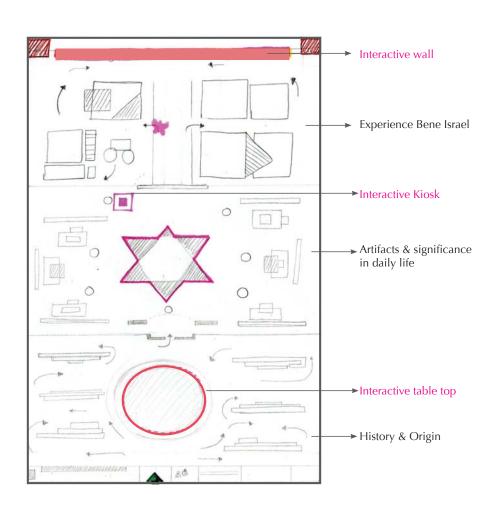
Concept Integration



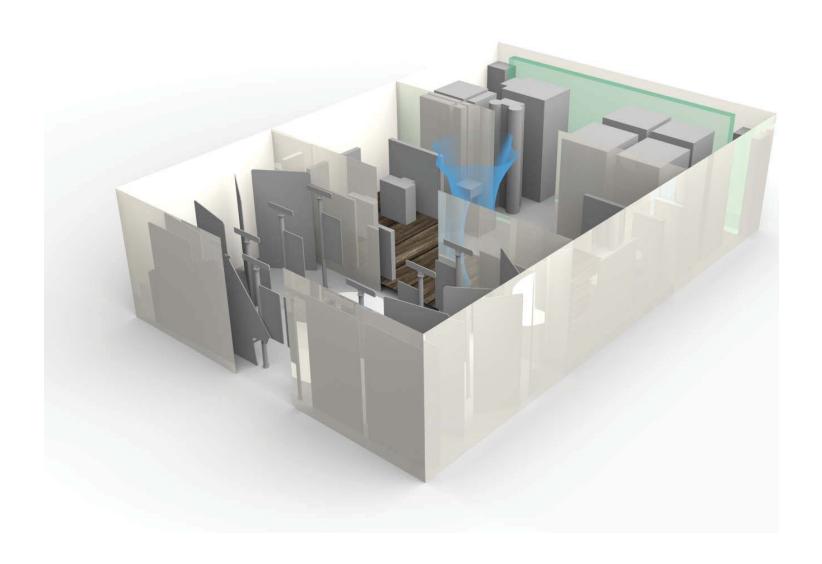
Section 3

Section 2

Section 1







SOCIAL MEDIA

- Features of social media
- Role of social media innovation
- How social media will help Bene Israel
- Exhibition as a social platform
- Traveling Exhibition as social media
- Why Traveling Exhibition



Purpose of an exhibition

Aim of traveling exhibition

Design Considerations:

- Modularity
- Portability
- Material
- Universal Design

Important elements:

- Location Circulation Form
- Height Width
- Depth of space Light
- Material Details
- Structure Climate control
- Air circulation Cleanliness
- Security Storage space

DESIGN

DEVELOPEMENT

IMPLEMENTATION

INTERACTIVE MEDIA

1. Interactive multitouch table

To give detail interactive information about the past of Bene Israel

Features:

- Timeline act as source of Information, photos, videos etc.
- Map feature provides freedom to explore and tag, add location to its visitor's. By using map one can "tag"- your home in that time.







Kiosk:

Main aim of the kiosk is to give information about their culture and lifestyle.

Features:

- Information about synagogue and its interactive map
- Artefacts feature allows you to explore rich heritage and artefacts from Bene Israel.
- Festival section allows you to explore photos of recent festivals
- 360 view of synagogue allows you to experience synagogue from inside and outside.
- Also it provides an option for Jewish walk in Mumbai, Pune, Konkan etc. Thus people can book walk/ register for walk.













Touchwall:

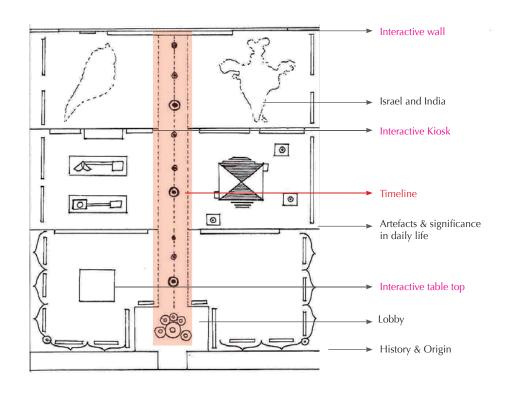
Aim is to connect Motherland and Fatherland

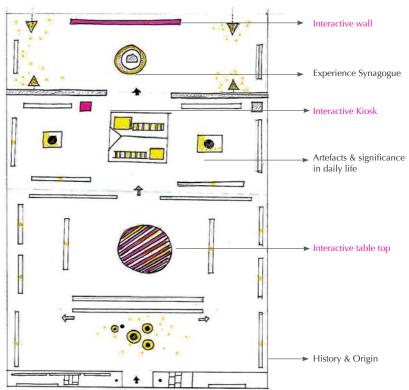
Features:

- A unique design
- showcases life in Israel
- Stories of Bene Israel in Israel
 Here you can add/ contribute your own story.
- Current News in community.
 You can comment, share
- Events feature allows you to see- activities, celebration, get-together
- Feedback wall is for to write, send messages etc
- You can register through this wall to get updates about community



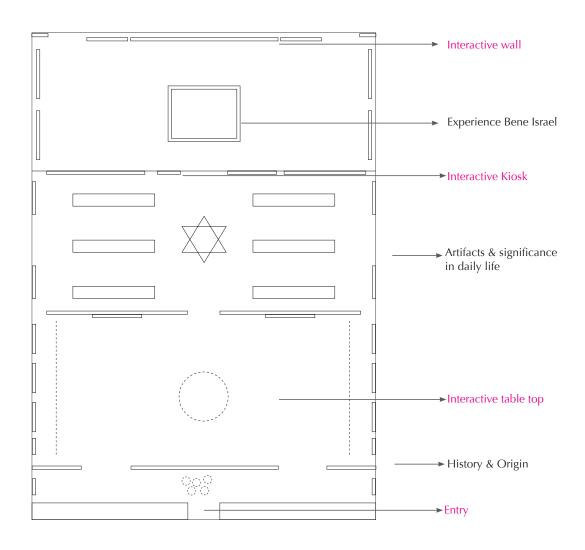






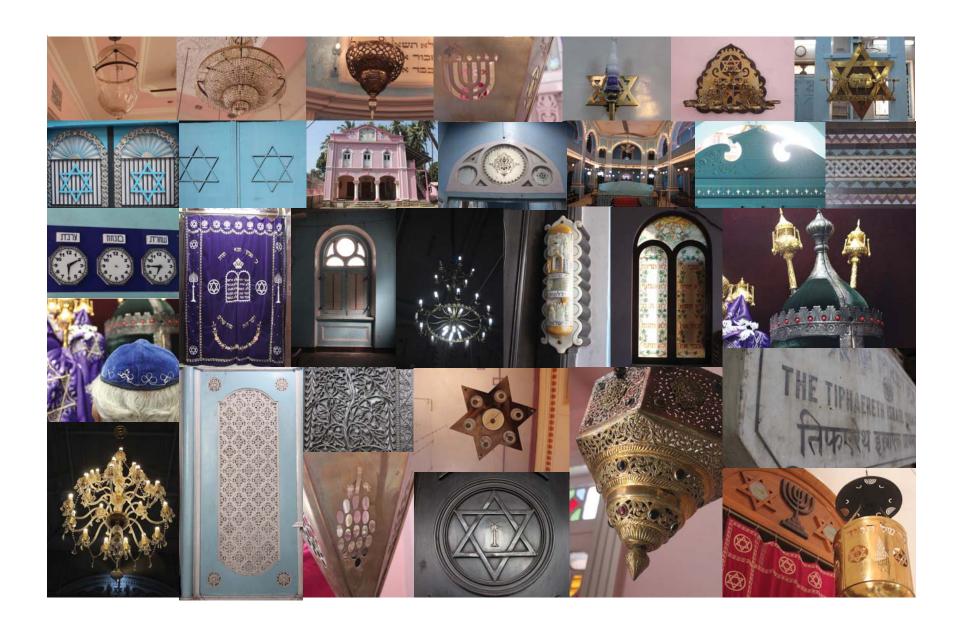


TRAVELING EXHIBITION





VISUAL STUDY



VISUAL STUDY

Shape:

Half circle

Star

Circle

Hexagon

Square (45°)

Floral

Jaali

Graphic elements:

Star Of David

Hanukkah

Grapes

Mezuza

Use of Material:

Black & Brown Wood

Marble

Velvet

Common Objects:

Hanging lamps

Wall Lamp

Standing Lamp

Hanukkah

Prayer clock

Candles

Colour palette



Conclusion:

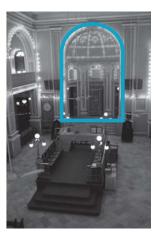
- 1. Symmetry
- 2. Geometrical Shapes
- 3. Floral ornamental shape
- 4. Use of border
- 5. Use of Jaali
- 6. Intricate design
- 7. Contemporary design
- 8. Use of Hebrew

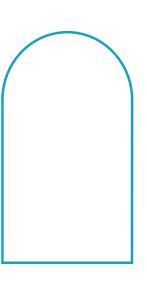


PANEL DESIGN

























PAPER PROTOTYPE











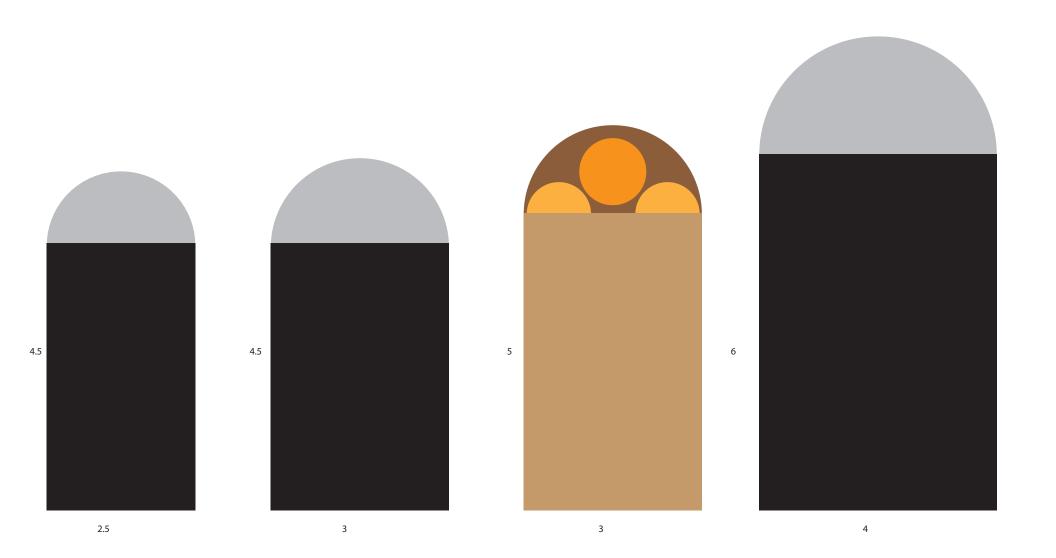








PANEL DESIGN





PANEL DESIGN





















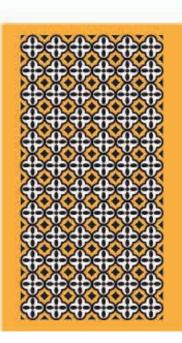


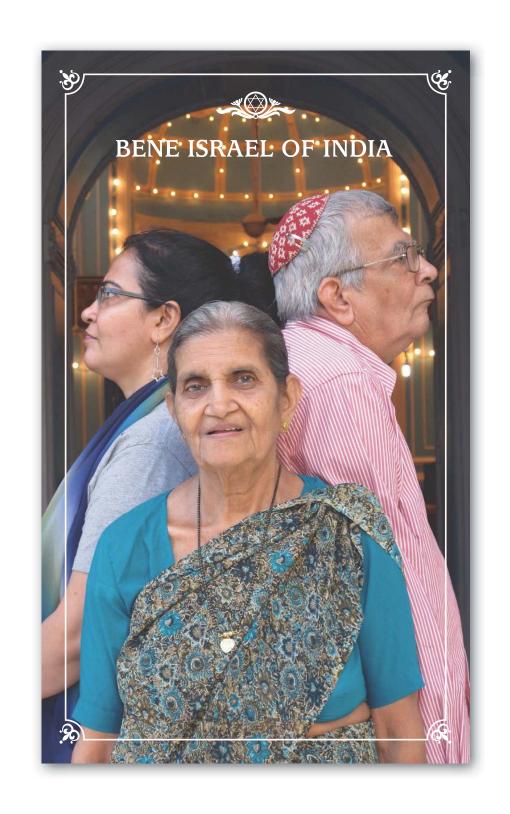
















Throughout their presence in India, the Bene Israelis smoothly adopted local culture and lifestyle of Maharashtra. They have been largely influenced by their Marathi and Muslim neighbours. Wherever they went, they adopted the local culture, dressing style and language of the region, Marathi, for all secular and social purposes. In olden times, the Bene Israeli women wore nine yard sarees, just like the Marathi women, so that in time it became difficult to distinguish between them and the Hindus. Since many years now, the locals and the Bene Israelis have been living together peacefully and happily.

Bene Israelis adopted the occupation of oil pressing in Konkan and became known as "Shanwar Telis", or "Shabbat-observing oilmen", because they did not work on the Sabbath. Many became skilled carpenters. Within village society, the Bene Israel were clearly differentiated from others because of their adherence to Judaism.











VISUAL STUDY



























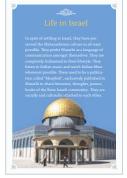


















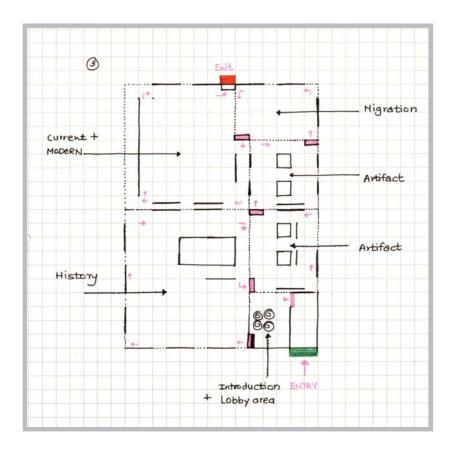
VARIATIONS



FINAL PLAN

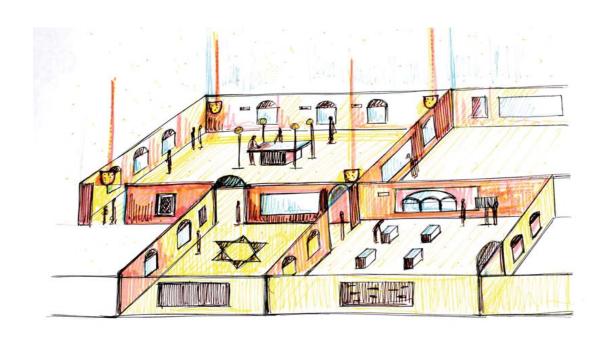
Features:

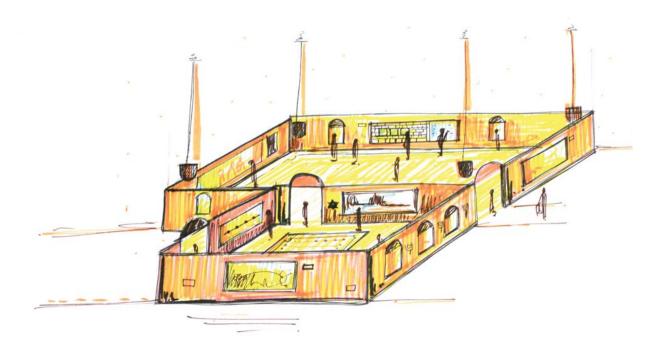
- Single circulation path
- Modular & can be fit in different spaces
- Systematic flow in circulation.
- Story-telling is more convincing.
- Providing an enriching experience of the Bene Israel community.
- Comparatively spacious
- Visually appealing





FINAL PLAN





VARIATIONS

Features:

Total area: 15X20 Sq.m = 3230 Sq.feet

Model scale: 1:40





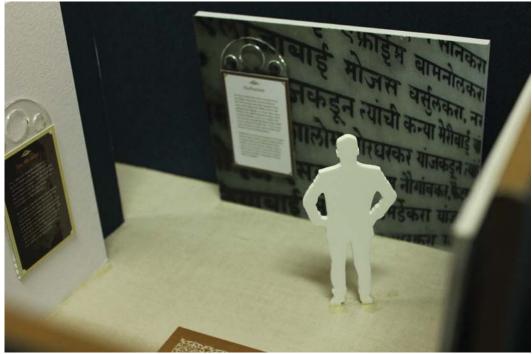












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- [5] http://www.ort.org/

IMAGES

- [a] http://kapitalisten.files.wordpress.com/2012/01/israel-history.jpg
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- [d] http://asianjewishlife.org/pages/archive/AJL_Sept_2011_issue6.html
- [e] http://images.lightstalkers.org/images/12456
- [f] http://farm4.staticflickr.com/3278/2674029925_2256dd6afa_o.jpg
- [g] http://www.flickr.com/photos/khalilsawant/4406918600/sizes/l/in/photostream/
- [h] http://photography.nationalgeographic.com/staticfiles/NGS
 Shared/StaticFiles/Photography/Images/POD/w/western-wall-430063-lw.jpg
- [i]http://www.nextyearinbombay.com:80/english#!__english/gallery/photostackergallery0=0
- [j] http://ecx.images-amazon.com/images/l/6199HGS3ZCL._SS500_.jpg
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THANK YOU

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Mary Kihimkar Aditi

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Mr. Solomon Penkar

Mr. Moses Phansapurkar

Mr. Bhastikar

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