

PROJECT 3

ENHANCING VISUAL CULTURE IN OPEN SPACES

PUBLIC SCULPTURE FOR IIT BOMBAY

Kshetrimayum Dideshwor Singh
Communication Design 156250011
Master of Design (2015–2017)

Guide: Prof. Raja Mohanty

Declaration

I declare that this written submission represent my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresentation or fabricated or falsified any ideas/data/fact/source in my submission.

I Understand that any violation of above will be cause for disciplinary action by the Institute and can also evoke penal action from the source which have thus not been properly cited or from whom proper permission has not been taken when needed.

Signature: 

Kshetrimayum Dideshwor Singh

Roll No: 156250011

Date: 6-7-2017

Approval Sheet

The Visual Communication Project 3 entitled "**Enhancing Visual Culture in open Space; Public sculpture for IIT Bombay**" by Kshetrimayum Dideshwor Singh, Roll No: 156250011 is approved in partial fulfillment of the requirement for the Mater of Desgin degree in Visual Communication.

Guide Prof. Raja Mohanty :.....

Chairperson :

Internal Examinerr :.....

External Examiner :.....

Acknowledgements

I wish to express my gratitude to **Prof. Raja Mohanty** under whose valuable guidance this research has been done. I sincerely acknowledge his inspiration, creative freedom, encouragement and expert guidance at every stage of the project.

I also like to thank **Raju Bhai** Project technical guide for his guidance and support throughout the fabrication and installation of work. Their effort and cooperation can't be underestimated as their willingness to help in bringing this project come to life. I would like to thanks to everyone involved in making my project at IDC, IIT Bombay a successful one.

Last but not least my family, for giving me wings to fly ant lettering me seek my dustiny and all my dear friends who kept encouraging me till the end.

Content		
INTRODUCTION		1
ART AND ITS ROLE		3
- Art now and then		
VISUAL CULTURE AND PUBLIC ART		5
- Visual Culture		
- Public Art		
- Public Art in World		
- Public Art in India		
- Public Art in Mumbai		
PUBLIC ART AND THE VISUAL CULTURE AT IIT BOMBAY		29
- Importance		
- Art inside campus		
- Free spaces		
- Master plan		
- Curatorial vision		
- Some possibility		
PUBLIC SCULPTURE AT IIT BOMBAY		47
- Some Concepts		
- Final Concept		
- Method and material		
- Plan and Process		
CONCLUSION		74
REFERENCE		75

INTRODUCTION

IIT is a technological institute whose mandate is excellence in technology. There is no art atmosphere in our campus. Art can help technological studies by enriching aesthetic imagination. The campus has less accessibility to art. Art is likely to create graduates with a better understanding of themselves and the world we live in. The project required the conceptualisation of an art curatorial vision for public space on IIT Bombay. A visual culture in the form of Public art is needed. This also include the creation of a few sculptures & installations.



Sculpture by Javier Marin

ART AND ITS ROLE

When you look at a work of art you may quickly decide whether you like it or not. but have you even wondered why some appeal to you more than an other? there is no definitive answer to this question, but if you can start by understanding how and why the artist created the piece, you will appreciate and enjoy it more.

Looking at art and explaining how to read work of art more thoroughly and understand what the artist was trying to achieve. The section also introduce the language of art so that you gain the vocabulary to analyse what you see. As you begin to develop an informed sense of why you like some works of art more than others the experience of looking at art will become more meaningful and enjoyable.

When you look at a work of art the first question to ask is what is it about. Once you have established the content, you can consider how the artist has arranged the elements of the piece, the composition.

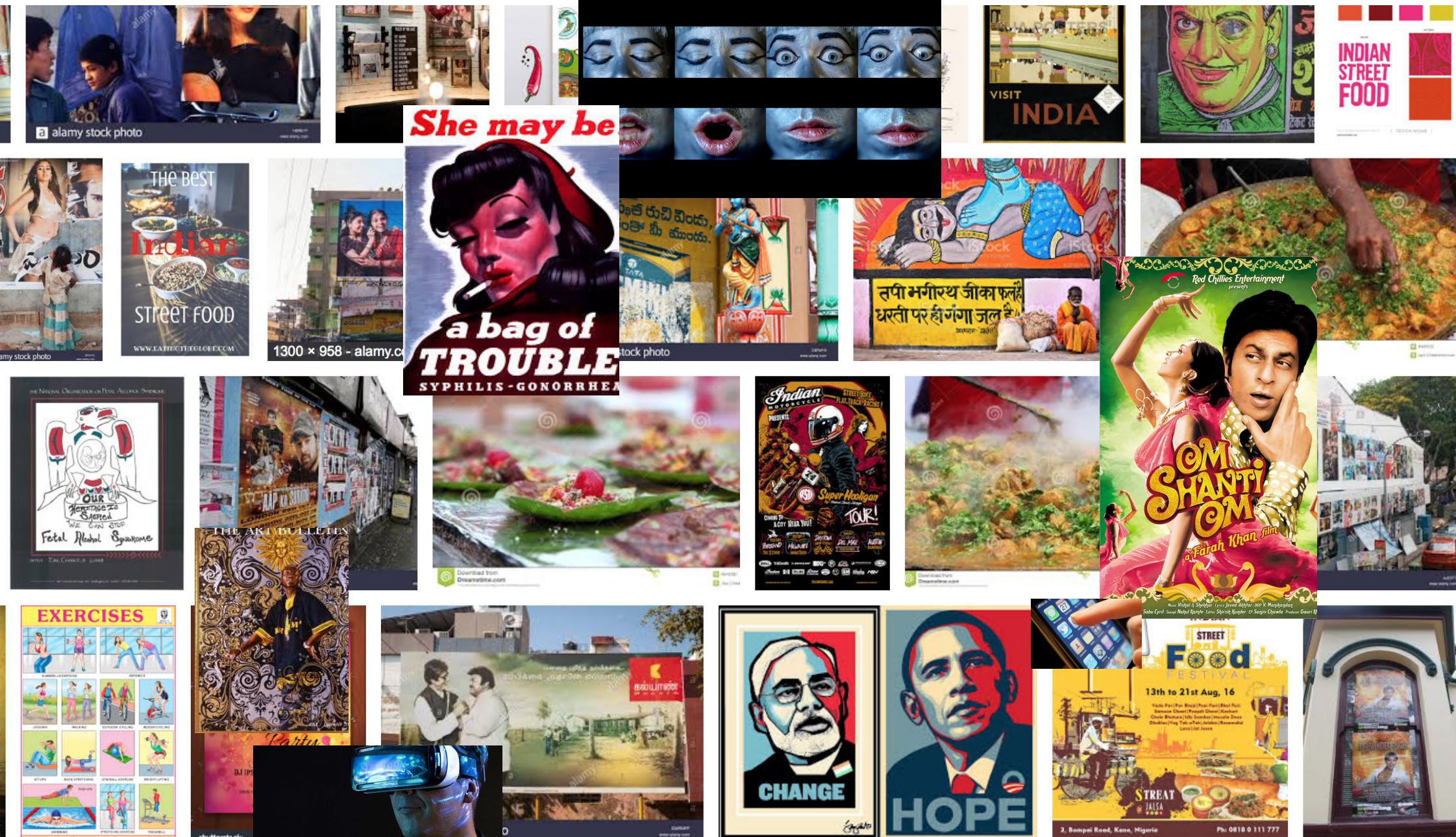
Whether the image is of people, landscape, still life, or abstract, it has to work as an integral whole, in which the ver pictorial qualities such as colour, light and shape also play their part.

Art Now and Then

Since the Stone Age, painters have been forced to move with the times. Prehistoric artists painted with lumpy pigment crayons and pads of moss, before upgrading to brushes made of vegetable fibre and animal hair. For colour pigments they used three varieties of clay ochre and charcoal for black.

By the time of the Middle Ages, artists had developed both encaustic and egg-tempera painting methods, and were soon to explore the lustrous advantages of oils. New colour pigments came and went, as did a series of paint containers and colour charts. Lastly, during the 1940s—about 32 Millennia since

the first cave paintings. Chemists devised fast-drying acrylic paints. But despite all these developments in the art of painting, painters still had to draw their own images. Now, things are changing. Digital and computer art is upon us, which means that anyone with any proficiency in software design programs can produce a drawing at the drop of a hat. And life drawing is now seen by many as an old-fashioned and unnecessary waste of time. Unfortunately, when artists stop learning how to draw, figurative art flies out the window, and video art takes over



VISUAL CULTURE AND PUBLIC ART

Visual Culture

The word Visual is relating to seeing or appearance, any item or element depending on the sense of sight and “Culture is defined as a social domain that emphasises the practices, discourses and material expressions which over time express the continuities and discontinuities of social meaning of a life held in common.” so Visual culture is the form of culture expressed in visual images.

Visual culture is concerned with visual events in which information, meaning or pleasure is sought by the consumer in an interface with visual technology. By visual technology, I mean any form of apparatus designed either to be looked at or to enhance natural vision, from oil painting to mobile phone and the internet. It can include Photography, video game, comic, traditional artistic media, painting, sculpture, installation, graffiti, advertising, public art and any other medium that has a crucial visual component.

Public Art

Public art is an art in any media that has been planned and executed with the intention of being staged in the Physical public domain. It is a reflection of how we see the world – the artist’s response to our time and place combined with our own sense of who we are. Its size can be huge or small. Its shape can be abstract or realistic (or both), and it may be cast, carved, built, assembled, or painted. It can be site-specific or stand in contrast to its surroundings.

What distinguishes public art is the unique association of how it is made, where it is, and what it means. Public art can express community values, enhance our environment, transform a landscape, increase our awareness, or question our assumptions. Public art is a reflection of how we see the world – the artist’s response to our time and place combined with our own sense of who we are. Most of the public art which has existed

from Antiquity consists of various types of stonework like funerary monuments, statues and other religious or architectural sculpture. Today, however, the category of public art includes a huge range of works from the fine, decorative and plastic arts. As well as architecture and sculpture, it includes painting, stained glass, ceramics, mosaics, and tapestry, as well as numerous forms of contemporary art, such as Earthworks, Assemblage, installation art and performance.

Public Art in World

In America , cities and towns are almost in direct competition of being the city, the place to be where people want to live, visit and yes, where they spent their money. People chose their homes, by how unique the city is, it is important what our towns look like and it is important to have a certain community identity that allows us to feel safe, wanted and happy.

Strong public ART expressions break the fear of sameness and blandness and give neighbourhoods a stronger sense of belonging somewhere and a better sense of identity which creates loyalty and a stronger, more productive working force.

We normally identify with cities or better we only remember places, that have their own icons , that have created their own landmarks they are known for . We remember Los Angeles by the Hollywood sign, Paris by the tour Eiffel and San Francisco by the Golden Gate Bridge . Cities create dreams, we all want to be part



of, All of these monuments were created by very creative people who captured the spirit and atmosphere of their home towns. Without ART, without public ART, we would loose our human identities .

Planet (Singapore):

Marc Quinn's monumental 2008 sculpture 'Planet' at the Gardens by the Bay in Singapore. The work, which depicts Quinn's son as a sleeping baby and appears to hover above the ground, has previously been shown to great acclaim in the 'Beyond Limits' exhibition of contemporary sculpture at Chatsworth House in 2008



Love (USA):

This is a list of the many versions of Robert Indiana's Love sculpture that exist worldwide (1969-1999). The original Pop Art image was created for print media in the 1960s. The first rendering of it in sculpture was made for the Indianapolis Museum of Art in 1970. Sculptural versions now appear in urban centers around the globe.



The Spire of Dublin (Ireland):

The Spire of Dublin, alternatively titled the Monument of Light. It is a large, stainless steel, pin-like monument 120 metres (390 ft) in height, located on the site of the former Nelson's Pillar on O'Connell Street in Dublin, Ireland. The spire was designed by Ian Ritchie Architects





Cloud Gate (Chicago):

Cloud Gate is a public sculpture by Indian-born British artist Anish Kapoor. It is at Millennium Park in the Loop community area of Chicago, Illinois. Constructed between 2004 and 2006, the sculpture is nicknamed The Bean because of its shape. Made up of 168 stainless steel plates.

Public Art in India

India also taking a turns to art to create new energy around public spaces. Government and many of organisation aimed at supporting artists interested in working in the public realm in India. They welcome proposals for art projects with the specific intention of being sited or staged in the public domain. Some works I would like to mention that I have seen personally.

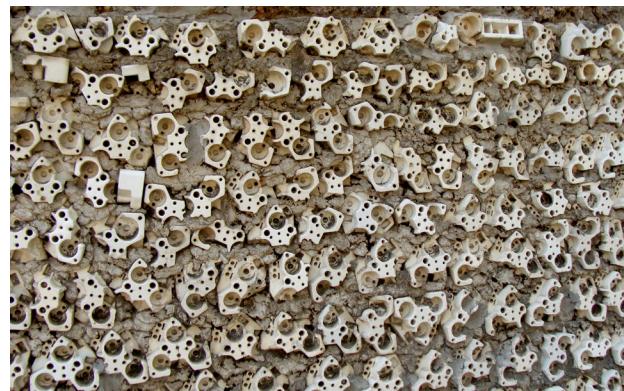
Rock Garden:

The Rock Garden of Chandigarh is a sculpture garden in Chandigarh, India. The Rock Garden has been designed as an open-air exhibition hall using urban and industrial wastes by Nek Chand, a former Road Inspector in Chandigarh. It is also known as Nek Chand's Rock Garden after its founder Nek Chand, a government official who started the garden secretly in his spare time in 1957. Today it is spread over an area of 40 acres. It is completely built of industrial and home waste and thrown-away items.

When I was studing at Chandigarh I frequently visited this place and spent time to see the work. In this garden various type of sculptures made up of broken glass bangles, china ware, discarded fluorescent tubes, clay and coal dot the premises can be see. Walls of terracotta pots and the maze of paths, canyons and chambers display the great creativity. There is also a 14 chamber with a waterfall, puddles, statues of animals and birds. The Rock Garden is one of the prime attractions of Chandigarh.



Female figure at Rock garden Chandigarh.



Sitting figure and Broken socket wall.



Pot PillarSitting figure. .

Sprouts:

While I was travelling on the AIIMS flyover for an interview this year in Delhi, I saw these public sculpture by Vibhor Sogani. These giant steel balls sprinkled across the greens near the AIIMS flyovers in Delhi. After coming back to Mumbai I was searching about the work then finally it came out with the man behind the mystery Vibhor Sogani.

Sogani has been dabbling in installation art, catering mostly to private clients. Sprouts is his first public work, spread across the six acres of greens between the AIIMS flyovers in Delhi. There's a story behind these giant steel balls "We wanted to make a statement about India," says Sogani. "The Commonwealth Games were coming up, the cityscape was changing and everyone wanted to make the city look good. Sprouts is symbolic of the feeling that India is rising. Sixty years of Independence is nothing in a nation's age. We are a nascent nation. So we're still sprouting."



Sprout at AIIMS flyover Delhi



Sprout at AIIMS flyover Delhi





Woman gathering at British office Imphal 1939.

Nupi Lan Memorial:

Unlike many other Indian states, the women in Manipur always enjoy a special status in society and have always taken an active role in shaping the history of Manipur. Nupi Lan –which means women's war in Manipuri- is an important movement in the history of Manipur. The Manipuri women folk waged two historic wars in 1904 and 1939 against mass exploitation and artificial famine triggered by the British imperialists.

For this historical movement Manipur government took the initiative to create a memorial complex. This sculpture allows people to experience it every day about the Nupi Lan and it reflects who we are and those mothers who were fighting for us. From my early age I have seen this sculpture and it given me to consider about my career in sculpture. Now I can create these type of figurative sculpture but I always wondering how it was made and who create it.



Nupi Lan Sculpture in Imphal Nupilan complex.



Dandi Memorial:

In 2005, Prime Minister Dr. Manmohan Singh had announced a countrywide project called National Salt Satyagraha Memorial at Dandi, Gujarat. IIT Bombay has been charged with the responsibility to design, coordinate and implement the memorial project.

A memorial to mark the historic Dandi March led by Gandhiji with 80 selected marchers in March 12, 1930. A visual depiction of the main event which occurred during the 24 days journey. In this project artists from countrywide participated to create the life size sculpture of the 80 marcher.



80 Marcher sculpture display at IIT Bombay.

MK Ghandi statue at Dandi.



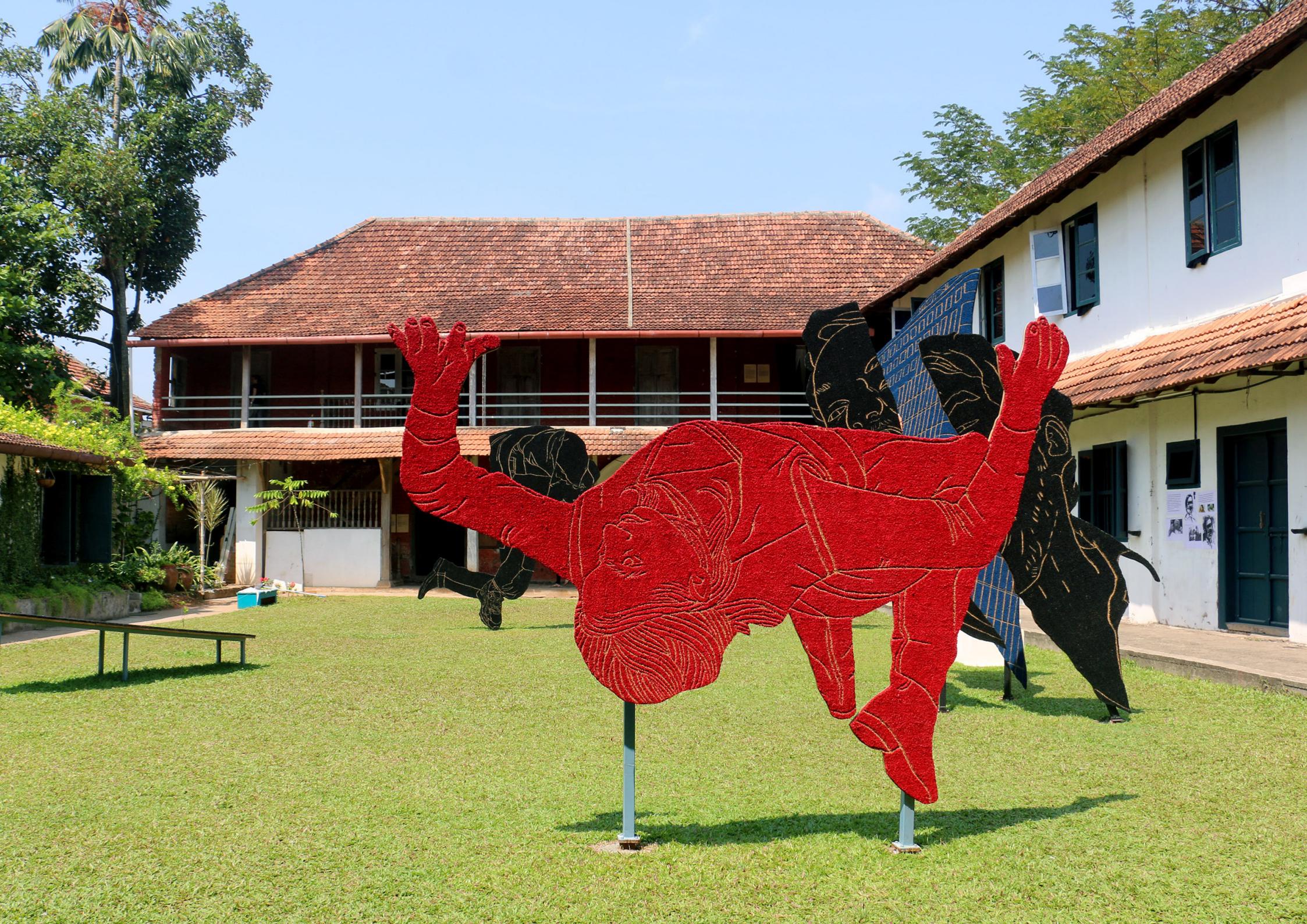
And there will be a pathway toward the main memorial which will replicate the Dandi March route, through 24 space representing the 24 halts. Each space will have a panel (mural) carrying a visual depiction of the main event which occurred during the day's journey to the halts. I was also participate in these mural making in Hyderabad for 2 month and I had the experience of public art.



Model of Marcher at Dandi project studio at IDC.



Mural making studio at JNAFAU, Hyderabad.



Kochi- Muziris Biennale:

For my Design Research seminar I had chosen to study the narrative mural and Art Installation. I went to Kochi for Kochi-Muziris Biennale 2016. It is an international exhibition of contemporary art held in Kochi, Kerala.

Through this study, an in-depth sense of traditional and contemporary art could be developed. The first edition was held in 2014 and it will be held in every two consecutive years. The Kochi-Muziris Biennale is an initiative of the Kochi-Biennale Foundation with support from the Government of Kerala. The exhibition is set in spaces across Kochi, Muziris and surrounding islands with shows being held in existing galleries, halls and site-specific installations in public spaces, heritage buildings and disused structures.



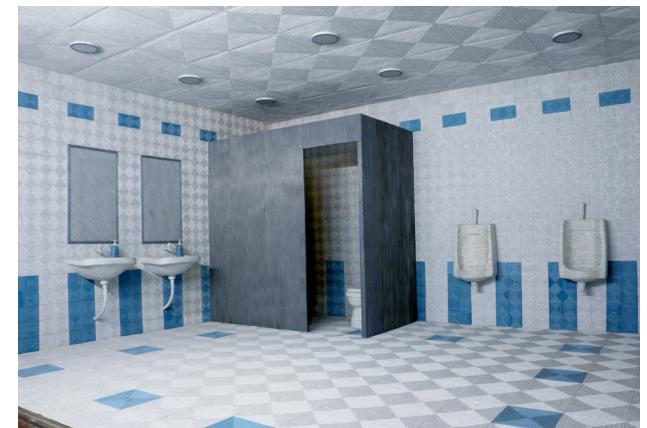
Big Dig by Lui Wie



12 Stories: P K Sadanandan



The New Along the River during The Qingming Festival: Dai Xiang



Bathroom Set: Dia Mehta Bhupal

Hyderabad Sculpture park:

When I was in Hyderabad for Dandi Memorial project I went to a village called Shilparamam. It is an arts and crafts village located in Madhapur, Hyderabad. A rural set-up to give you a feel of ethnic Indian amidst the busy capital city of Hyderabad.

In this place an arts and crafts exhibition hub, in the form of a village set up. The main idea behind the establishment of the village was to create an environment for the locals and provide the traditional artisans a stage to exhibit their art. The place also hosts ethnic festivals all year round. Shilparamam, the famous crafts village in Hyderabad was set up in the year 1992. The place is right in the heart of the state capital, just a few kilometers from the hustle-bustle of the city. Inside this village there is a

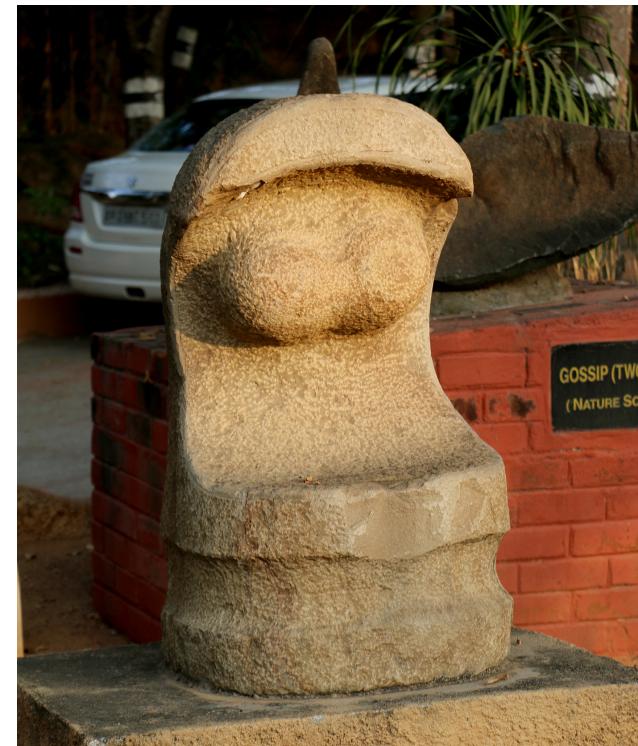
sculpture park with lots of artist works. The concept of a sculpture park is itself very new in India. And for a fact, the sculpture park at Shilparamam is the first of its kind in the country. Open air spaces that are conceptualized and created specifically for the outdoor presentation of sculpture are very common in the western countries.



Sculpture of a village woman at Shilparamam, Hyderabad.



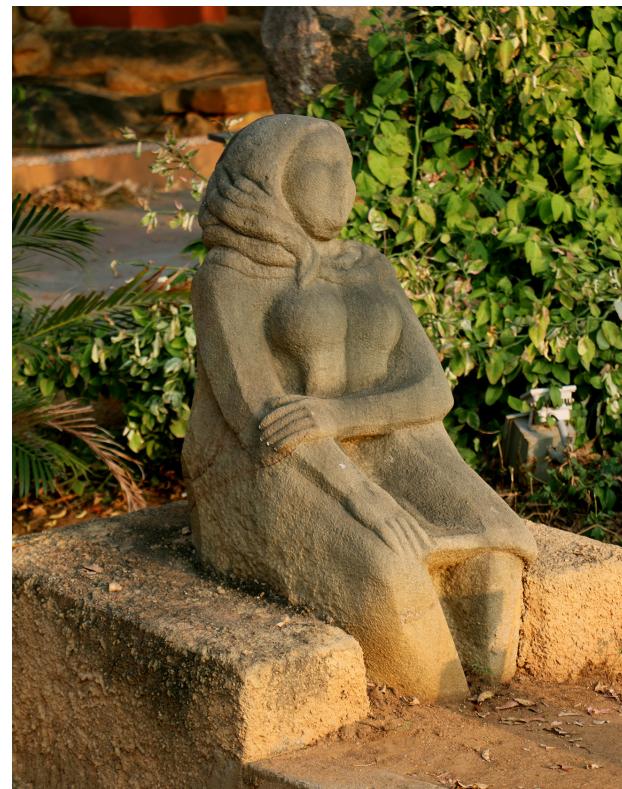
Metal Sculpture at Shilparamam, Hyderabad.



Stone Sculpture at Shilparamam, Hyderabad.



Scrap metal Sculpture at Shilparamam.



Femal Stone Sculpture.



Stability a Stone Sculpture.



Stone family Sculpture.



Sculpture of a village man at Shilparamam, Hyderabad.

Public Art in Mumbai

Dabbawalas:

An art installation dedicated to the city's iconic dabbawalas was unveiled at Haji Ali. The statue, which is made of steel and is about 11-foot tall, has been sculpted by city-based Valay Shende, and is funded by Goenka's RPG Art Foundation.

Mumbai Dabbawalas have been delivering food in Mumbai to offices and homes since the longest time and have earned heaps of praises for their On Time Delivery every time. General secretary of the Mumbai Dabbawala Association, Subhash Talekar said, "We have been serving Mumbai for 126 years and have put in a lot of hard work and labour to ensure that tiffins reach our customers on time. We are grateful for the honour."

Dabbawala Sculpture by Valay Shende, Mumbai

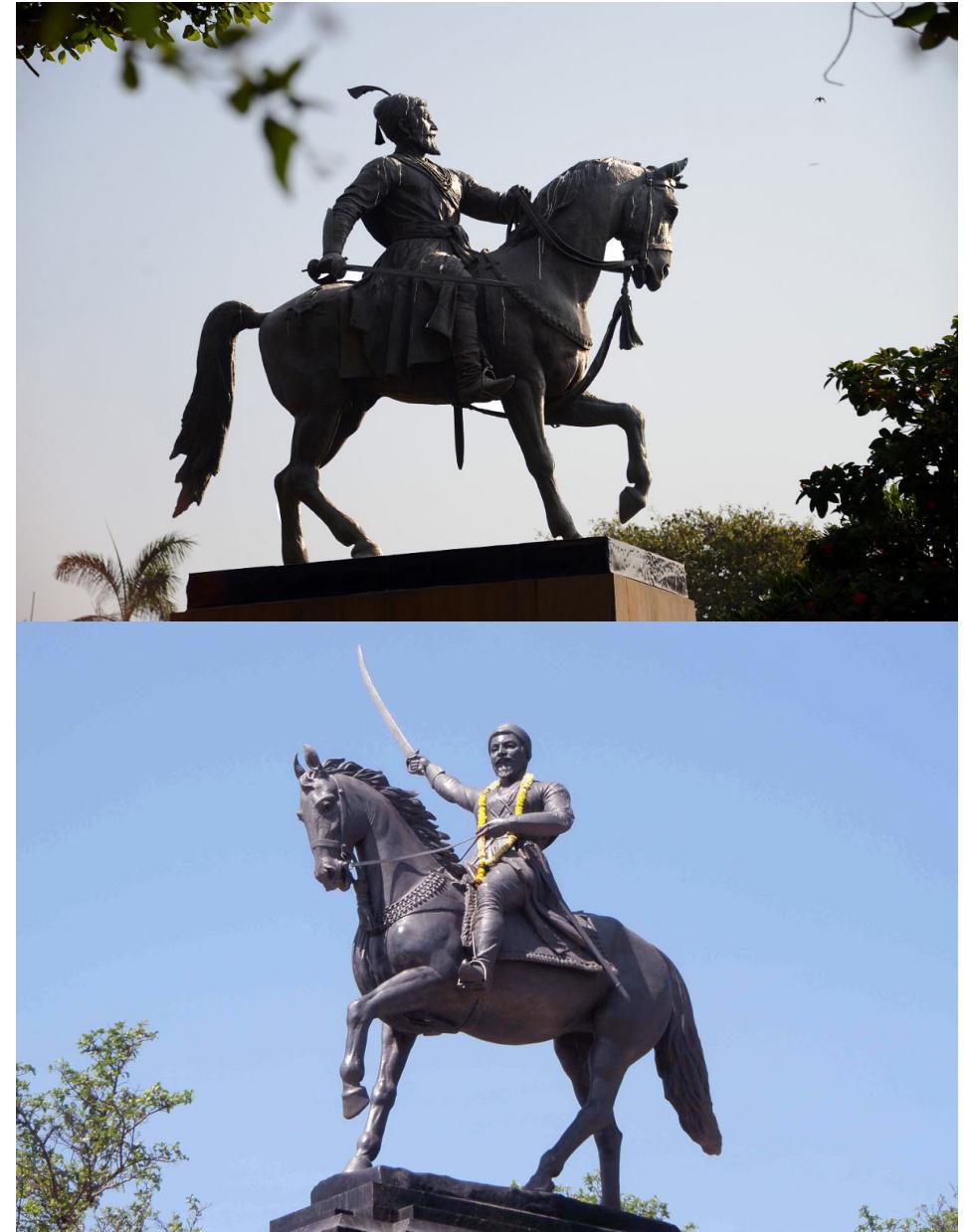


Ambedkar and Shivaji Maharaj:

Since 2015 I was in Mumbai I have seen mostly two sculpture one is Dr Ambedkar and other is Shivaji maharaja.

The estimated cost of the proposed grand memorial of Dr. BR Ambedkar at Indu Mill in Mumbai has gone up from Rs 425 crore to nearly Rs 900 crore even as the construction of the memorial is yet to begin. Reason: Inclusion of a giant bronze statue of Ambedkar—a 350-feet tall structure which will be called the 'Statue of Equality'—to mark the contribution of the Dalit icon's fight against social injustice.

Narendra Modi, on Saturday, laid the foundation stone for the Rs 3,600 crore-grand memorial for Shivaji Maharaj off the Mumbai city coast. The 192-metre statue of Chhatrapati Shivaji is expected to be completed by 2019. Narendra Modi, on Saturday, laid the foundation stone for the Rs 3,600 crore-grand memorial for Shivaji Maharaj off the Mumbai city coast.



Shivaji statue in Mumbai

The 192-metre statue of Chhatrapati Shivaji is expected to be completed by 2019. Rs 3,600 crore is a huge amount. Not just as a standalone figure, but also in comparison to what the Maharashtra government has allocated as budget, in more essential sectors. It's seven times the budget for building new rural roads and fixing old ones. It's five times the budget for the state's electricity generation projects. And it is an amount that could have easily restored 300 heritage sites all across Maharashtra.

The state government is planning to build a mega memorial for Chhatrapati Shivaji Maharaj in the Arabian Sea, off the Mumbai coast. The main feature of the Shivaji memorial, slated to cost Rs 3,600 crore, will be a 192-metre-tall statue of the iconic Maratha king. The site is a rocky outcrop, roughly 1.5 km from the Raj Bhavan shore.



Ambedkar statue in Mumbai



Flora fountain:

Flora Fountain, also known as 'Hutatma Chowk' since 1960. It is a famous landmark that finds mention in the list of heritage structures across India. Western India's Agri-Horticultural Society built it in 1864. It has been named after Flora – Roman Goddess of Flowers. In 1960, the Flora Fountain was renamed as Hutatma Chowk (Martyr's Square) in the memory of 105 people who sacrificed their lives while demanding a separate Maharashtrian state.



Flora fountain Mumbai.





Marine Drive:

Marine Drive (officially, “Netaji Subhash Chandra Bose Road”) is a 3km long, six lane concrete road in southern Mumbai which stretches north along the coastline, forming a natural bay. This C-shaped road links Nariman Point to Babulnath, and is situated at the foot of Malabar Hill. Known world over as Marine Drive. These are called tetrapods. A tetrapod is a tetrahedral concrete structure used as armour unit on breakwaters. A tetrapod’s shape is designed to dissipate the force of incoming waves by allowing water to flow around rather than against it, and to reduce displacement by allowing a random distribution of tetrapods to interlock. You will find them in many coastal areas, protecting the nearby buildings and landmarks.

Tetrapod by Sunil Padwal in Mumbai



PUBLIC ART AT IIT BOMBAY

Public art is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals our society and adds meaning to our cities. As artists respond to our times, they reflect their inner vision to the outside world, and they create a chronicle of our public experience.

Importance

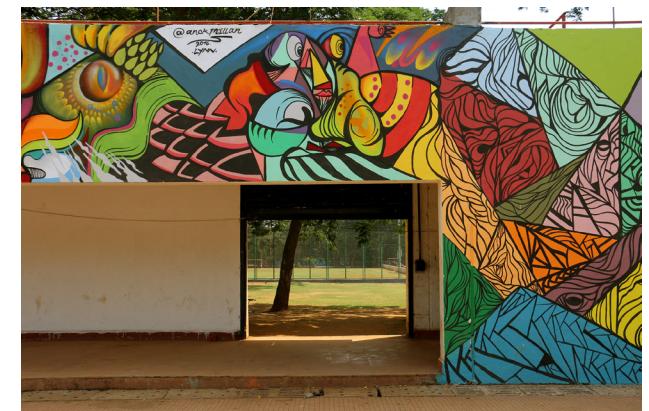
What we don't think about is, that cities gain value through public art displays - social, cultural and economic value. ART is setting a growing trend by being an important and recognised part of our public history and our evolving culture. It adds meaning to our cities and create uniqueness to our communities and neighbourhoods, it reflects who we are and what we like to surround ourselves with. Public ART is accessible for everyone, it provides a bridge between the past, present and the near future, it is the mirror image of its community , an intersection

between discipline and ideas. Public ART is truly for everyone , even if some don't pay any attention to it , it is embedded in their way they think, feel and act.

In our IIT campus we need such things, Art in our communities that is accessible allows people to experience it every day. Public Art becomes a reflection of its place and time. It is seen as one of the most important markers in all human settlements. Art inspires and activates everyone's imagination. It encourages to think and pay attention, Art is almost a creative exercise for your brain, it stimulates learning by having an opinion, it creates a conversation that stimulates an reaction which can bring us to the next level of daily living.

We start communicating and talking to each other, exchange emotions and trigger personal growth. It is important to understand the value of ART and the artists participation during projects and developments. It is a different approach in

problem solving, creative input and aesthetic contributions can engage an approach that is different from of other people because their concerns are different.



Wall painting at Student Activity Centre IIT Bombay.

Art inside Campus

I can see a very less amount of Public Art installed inside our campus. As a technical institute people have less focus to Public art. Few of art lover are trying to enhance it. Every year Fine art club organises Annual Photography and Fine Arts Exhibition of IIT Bombay for 2-3 days. Institute cultural council talk initiative to conduct cultural events at Student Activity Centre. Some of Art work and Art activity.

Namely Freshiezza:

Wall Painting event, it is a large scale painting event organised during phase 2 of Freshiezza. A wall in SAC is chosen and coloured with fun, hard-work and determination over the period of 2 days. These type of Public Art happen in our campus. I can see some sculpture in our IIT public domain.



Graffiti at Student Activity Centre IIT Bombay.



Graffiti at Student Activity Centre IIT Bombay.



Wall painting & Graffiti at SAC IIT Bombay.

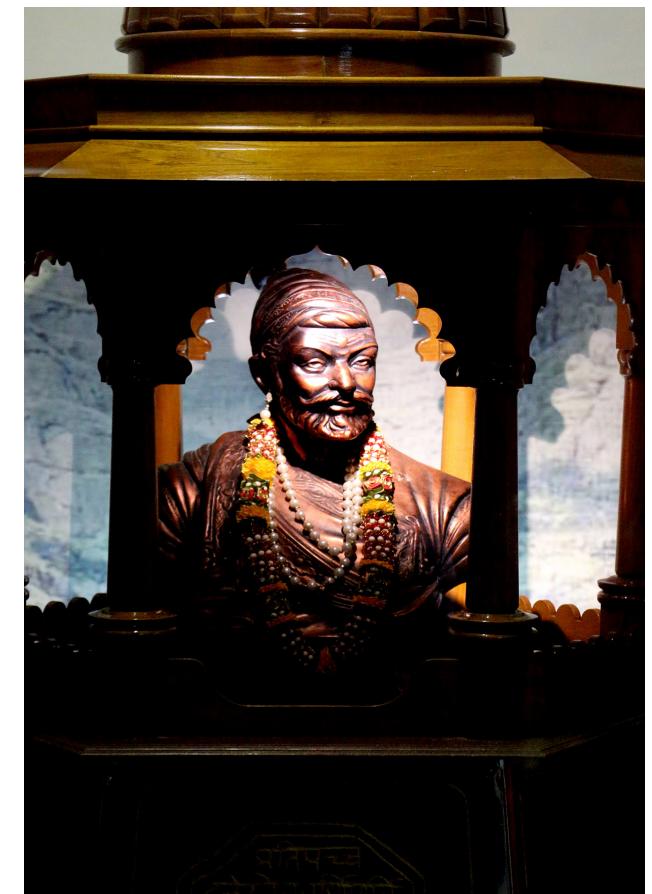


The Tree of Knowledge:

A wrought iron sculpture in the lawns facing
the Administrative Building at IIT Bombay

Ambedkar and Shivaji statue:

Statue of two Hero of Maharashtra are at the basement of IIT main building.



**Balbir Katt:**

A stone sculpture at Shailesh J. Mehta
School of Management IIT Bombay

***Lady with flower:***

A lady holding flower which is casted in fibre glass at hostel 1

***Budha:***

A bust of Budha of Gandhara School at Central Library which is donated by Prof. Raja Mohanty, CP. Mammen and Laila

Free spaces

Our Campus is spread over 550 acres. There are many free spaces which need thousand of art works. I am not saying to fill up all the free space with art work. Yes It is good to have free spaces in such academic place but added some aesthetic will also acceptable. Here are some example of free space in the campus.

Academic areas:



VMCC First floor



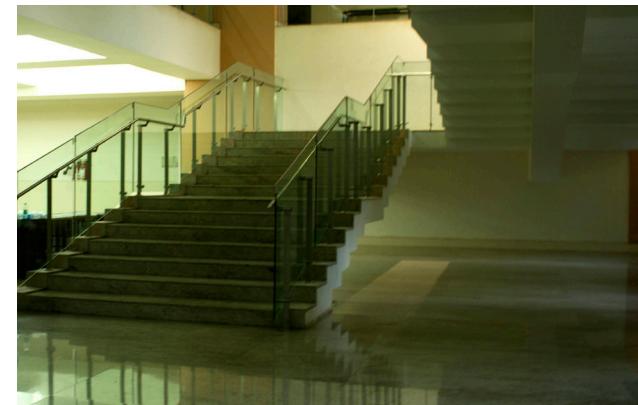
Lecture Hall 3 Entrance



Lecture Hall 2 First floor



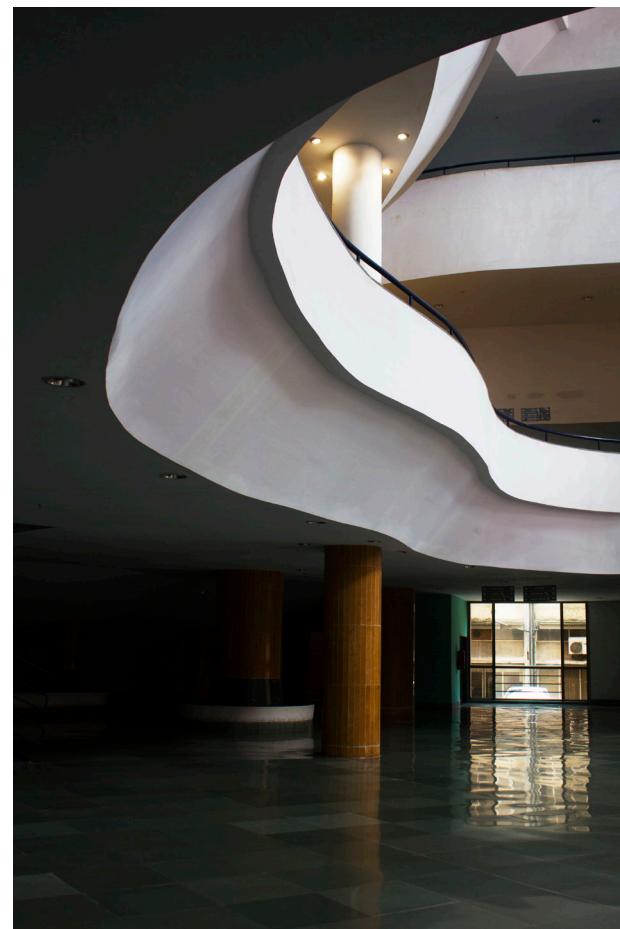
Lecture Hall 2 Entrance Hallway



VMCC Entrance staircase



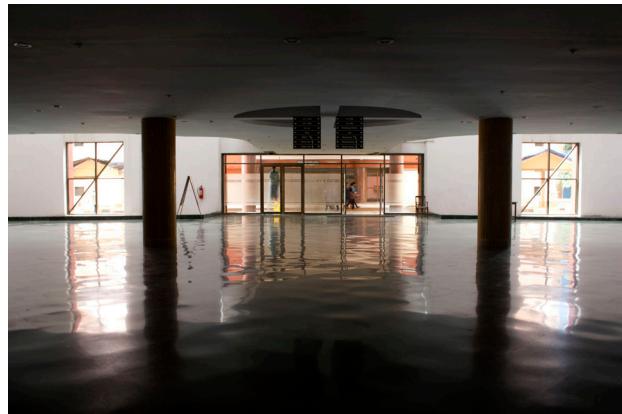
Lecture Hall 2 Entrance staircase



Lecture Hall 3 Entrance staircase



Lecture Hall 2 Entrance staircase



Lecture Hall 3 Entrance



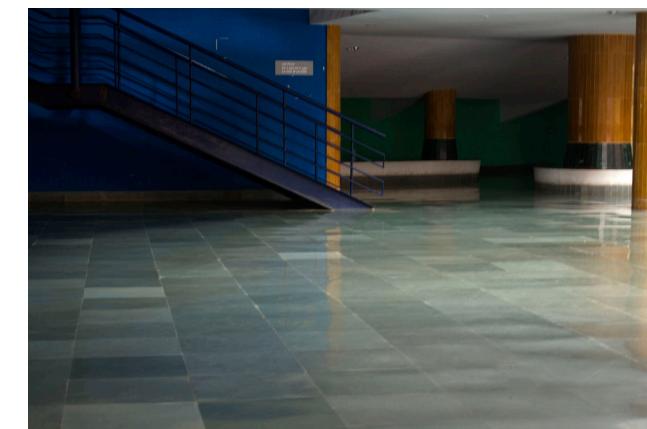
Lecture Hall 2 Space



VMCC Second floor



VMCC Entrance staircase



Lecture Hall 3 Entrance staircase

Student hostels:

Hostel No 6



Hostel No 12,13,14

Common areas:

Main Building



Y Point Gate



Main Gate



Main Gate parking

Master Plan

Here meaning of master plan is like making a new city how will the house will look like, where will be the streets, where will be the hospital, where will be the school, how to go office so planing this is what we called masterplan. If making an Aesthetic masterplan need a long term plan go 10-20 year plan. so what will be the aesthetic master plan. —Artist start his work from what he want to express.

When I started my project I came out only with the idea of making a sculpture for IIT campus. As inside our campus we have less art work that is accessible allows people to experience it every day. I thought a visual culture in the form of Public art is needed. My guide asked me to plan a curatorial vision of Public Art at IIT. While creating the possibility for Public Art at campus a lot of question rise in my mind like why I am making public art and why is these so important? I thought it is a step to beautify the campus. Again a question arise Will these art works really work to beautify

our campus? as our campus is already beauty with its rich in natural flora and fauna and the campus' green cover and has been maintaining and even increased over the years. So what will be role making Public Art inside campus? “art reflect and reveals our society, it add meaning to the place and increase the aesthetic” but what we have to understand is the real meaning of aesthetic. According to me aesthetic lies inside everyone body that how the person speak, how he/she live his/her life, how he/she eat, how he/she work, how do you see yourself in relationship to the world around you?

So understand myself toward good thought is the first step to beautify the campus, the second step towards beautification would be a Swachata campus. And the third comes the term Public Art to boost ethics of aesthetic thought.

Curatorial Vision

With the theme of the above master plan various step for beautification of campus can execute. The campus should be a motor-vehicle free campus accept some emergency, all the buses should sell and buy bicycle and provide to student and teacher. Not only routine class, a class for cleaning class room, hostel room, toilet, roads and campus.

IIT being a space not only for thousand of people but also for the animals, bird, trees, insects and non living things. They all have different style and have a distinctive characters. Its allow you to observe and understand the relationship between you and surrounding world. With this thought the work of art can be execute. Some point I will like to suggest as a curatorial vision.

1. The IIT Bombay campus is spread over 550 acres. In order that there be a significant presence of works of art.
2. A traditional art form which a unique

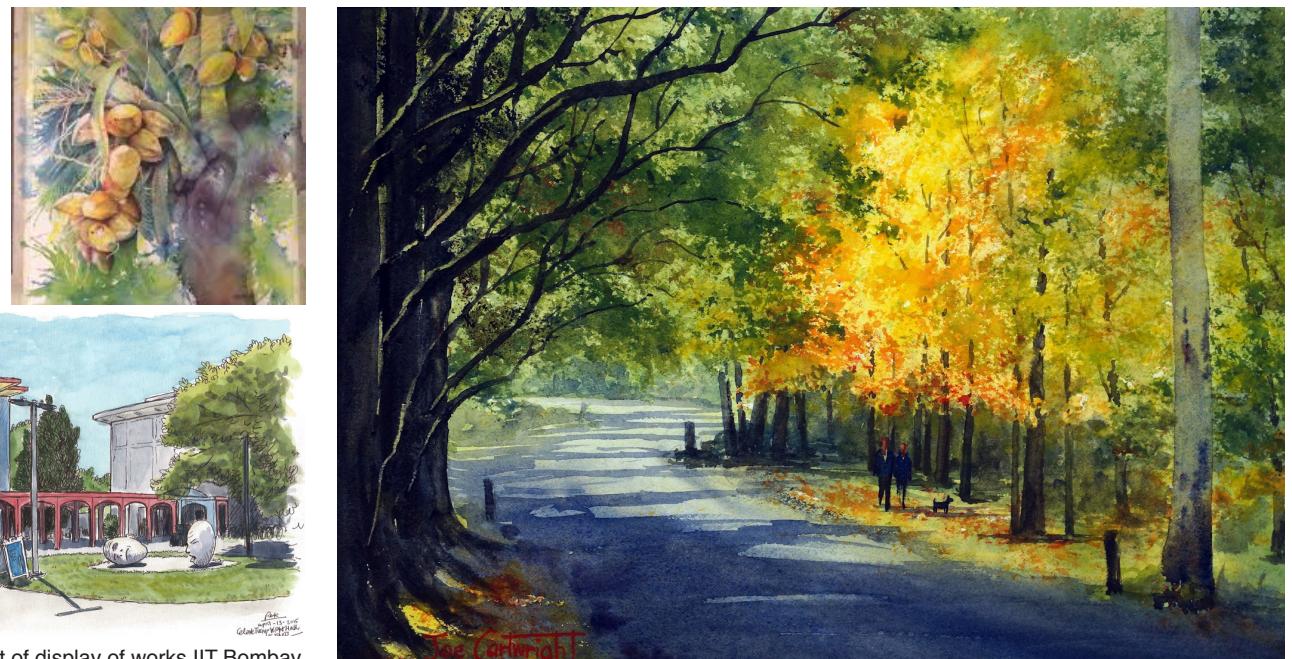
visual language, a strong sense of design is characteristic of Indian art.

3. It would be desirable for some realistic art work which is easy can see the Rasa.
4. Some art work should be contemporary social realities while others might seek to open out new ways of seeing and interpreting our world.
5. Analysis the free space of the campus and adds meaning to that particular space and create uniqueness to our campus, it reflects who we are.
6. Art work could be explore in different medium like Painting, Sculpture, Photography, watercolour, calligraphy, videos etc.

Some possibility of Public Art.

Watercolour workshop:

We are so madly in love with the beauty caged in those boundary walls that we don't seek a vacation to recharge yourself. All you need to do is wander around the campus. To realise this a watercolour workshop could be organised at IIT campus on the theme " The Campus ". A group of students and artists could contribute in this workshop in order to expose and encourage creativity among students. After that all the painting would be display on the wall of the above mentioned free space.



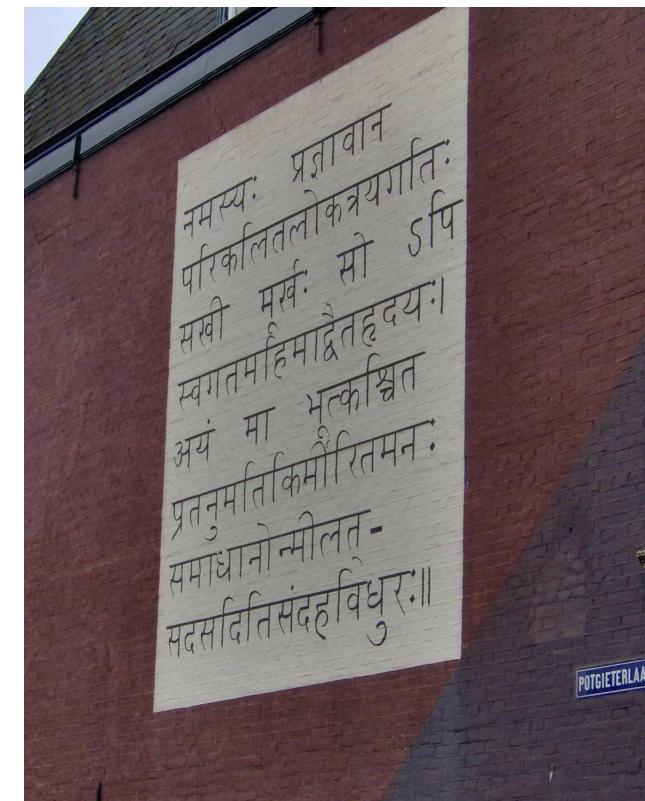
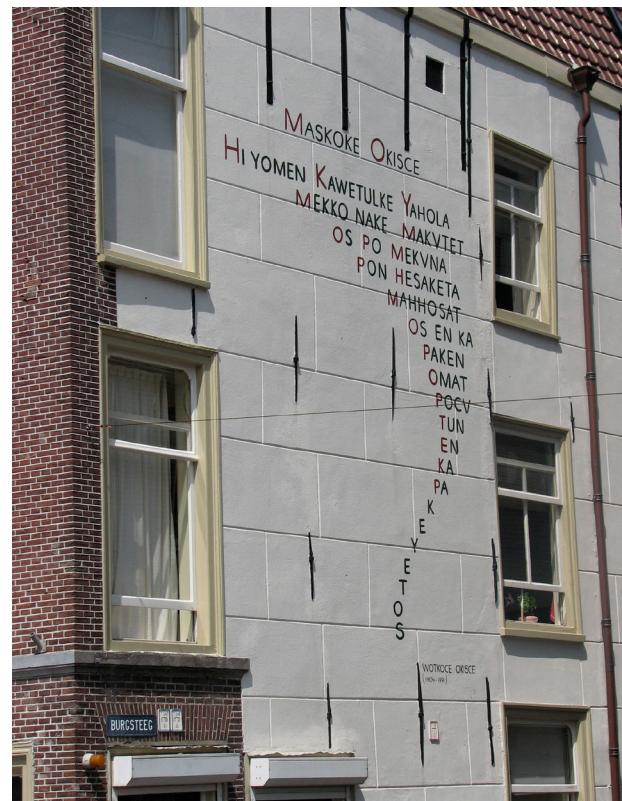
Visualize Concept of display of works IIT Bombay.

Through Words:

Beautiful words, quotes, poems can change one's life be it the word of greats or your own. Those who have the skill to write can express their feeling, idea, knowledge not only in paper but now also on the walls, streets and corridors. Multiple of writer, poet, calligrapher will participate.



Visualize Concept of Through Word at IIT Bombay.



Painting:

IIT being a space not only for thousands of people but also for animals, birds, trees, insects and non living things, they all have different living style and character. Its allow you to observe and understand the relation between you and surrounding world. On the other side artists should allow to share thier though through painting.



Visualize Concept of Art exhibition at IIT Bombay.





My journey through sculpture:

I am experiencing the life at IIT since 2015. I see IIT itself as a living think it give lot of new things, ideas, thought, feelings and emotions. Now I am trying to express my observations, feeling through a series of sculpture which encompass the relationship with outside world. I am experiencing the life at IIT since 2015. I see IIT itself as a living think it give lot of new things, ideas, thought, feelings and emotions. Now I am trying to express my observations, feeling through a series of sculpture which encompass the relationship with outside world.



My prvious work at IIT Bombay.

PUBLIC SCULPTURE FOR IIT BOMBAY

A committee instituted by the Dean (IPS) has been assigned the task of envisaging visual art displays at different locations on the IIT Bombay Campus. As it is related to my project I had decided to create an Art work for IIT. These could be interactive installations, sculptures, paintings, drawings, photographs, murals. Proposals may range from artistically captured documentation of flora and fauna on campus, to some aesthetically enriching viewpoint about campus life or the world at large. Then finally I decided to create a Public sculpture.

Some concept

Friends:

Friendship is one of the important relationships of our life circles around. Friends form the important part of our day-to-day lives, and influence us to extents much beyond our common perception. Though friendship sounds so Universal,



Maquette of Friends.

some of us do find the concept to be pretty alien. Inside IIT campus a formation of bondage is need between the peoples. This connection between different people will create a beautiful campus. I see a connection between the community of our campus is really needed. It may be a friendship among the professor, student, worker, cleaners, labours, older people and with our surrounding.

True Knowledge:

Knowledge is of no value unless you put it into practice. I see many people who have very smart mind with worse hand skill. This people have the capability of creating idea, instructing, managing and handle many skill full people. And people who have excellent hand skill although have less thinking power. But both of the hand skill and thinking knowledge is essential in our institute.



Sketches & Maquette of True Knowledge

Water:

India is the second most populous country in the world, with more than 1.2 billion citizens. Roughly half of India's population, a staggering 569 million, practice open defecation. The World Bank estimates that 21 percent of communicable diseases in India are linked to unsafe water and the lack of hygiene practices.

Further, over 500 children under the age of five die each day from diarrhoea in India alone. Summers are here and the cities in India are already complaining about water shortage not to mention many villages which lack safe drinking water.

So drinking water is a big issue in our country. People want a clean and hygienic water. It is a new trend of buying and using packet drinking water in our society. We don't bother from where the water is. If we see the bottle we thought it is drinkable. It's is very confusing to me.



Maquette study for water theme.

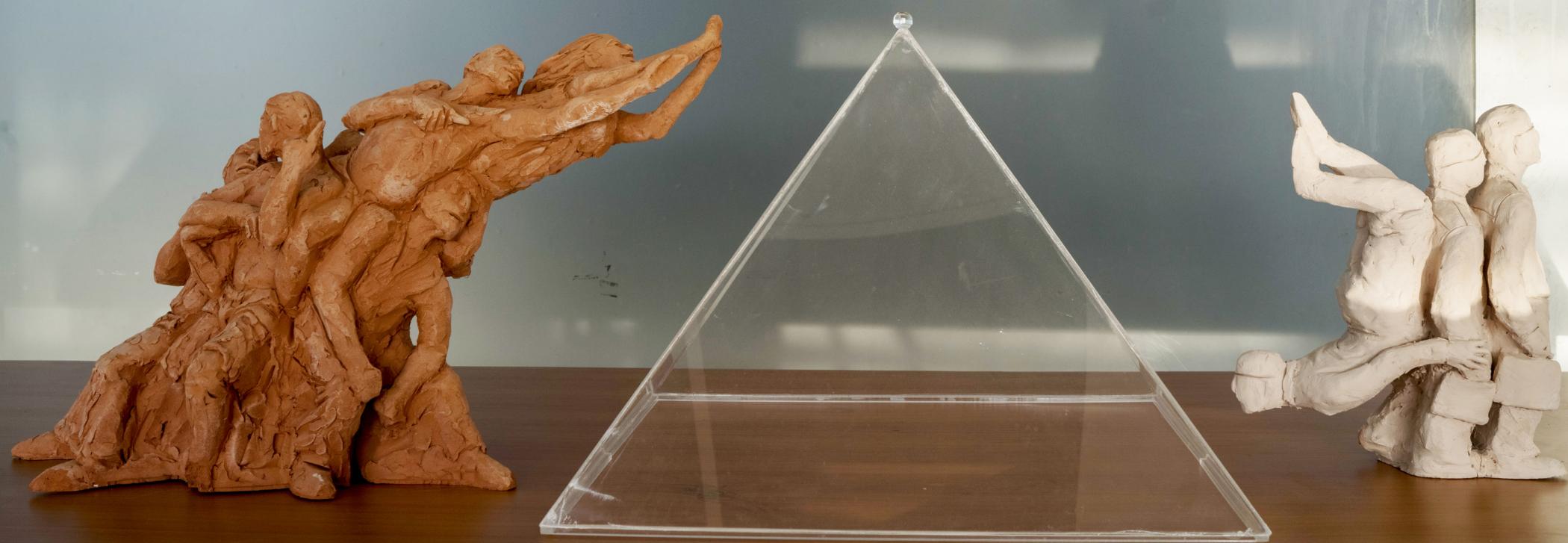
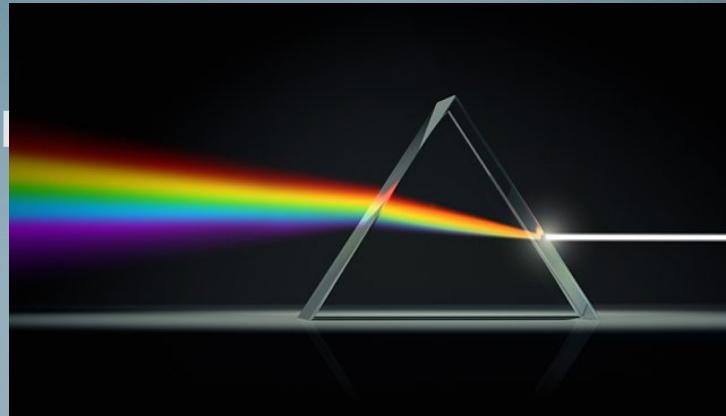




Possibility at VMCC First floor.



Possibility at VMCC Entrance space area.





Student aspiration:

My concept is from Dispersion of Light - as light passes through a triangular prism, the white light separated into seven colours. In my concept the seven colour will enter inside Prism and come out with single white light. Which I want to express what I feel about education system of now mainly in IT Institute. As many student enter with aspiration inside IT Institute and when they came out they are look a robot. This is what I feel about education system. The prism depict an institute and the seven colours depict the student before enter and the white people that come out from prism depict product of the institute..

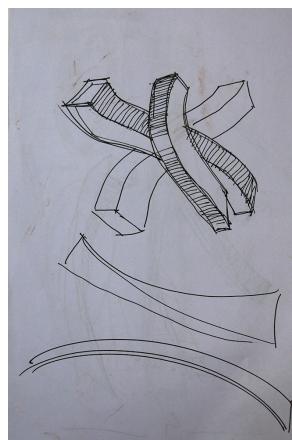
Final concept

I was sketching to develop a concept for the Public Sculpture after a lot of thinking and developing the concept, here come a final work which is to be execute in our campus. Making all the above work is to happen only if we have a good essential fund. So I came out with an idea of Zero.

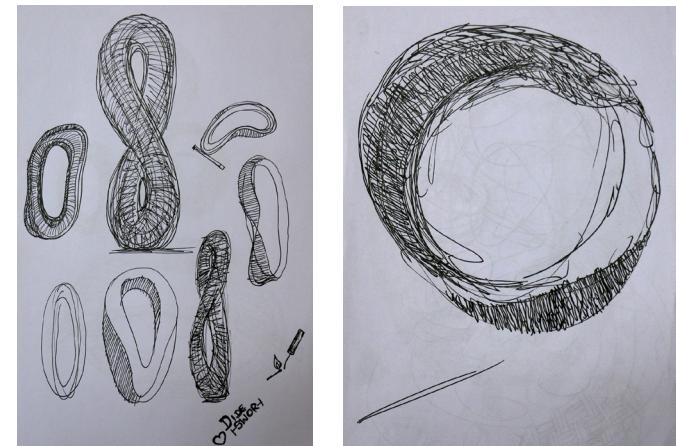
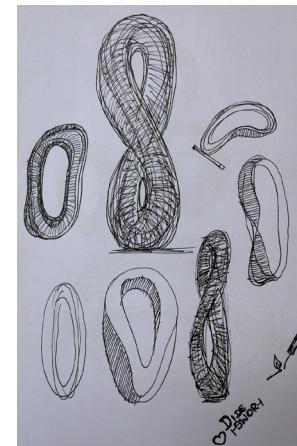
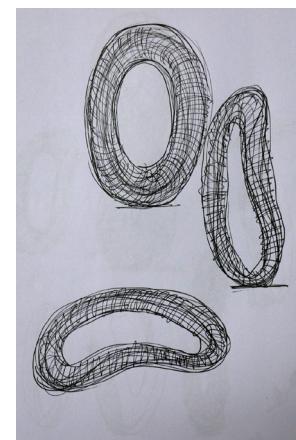
Zero:

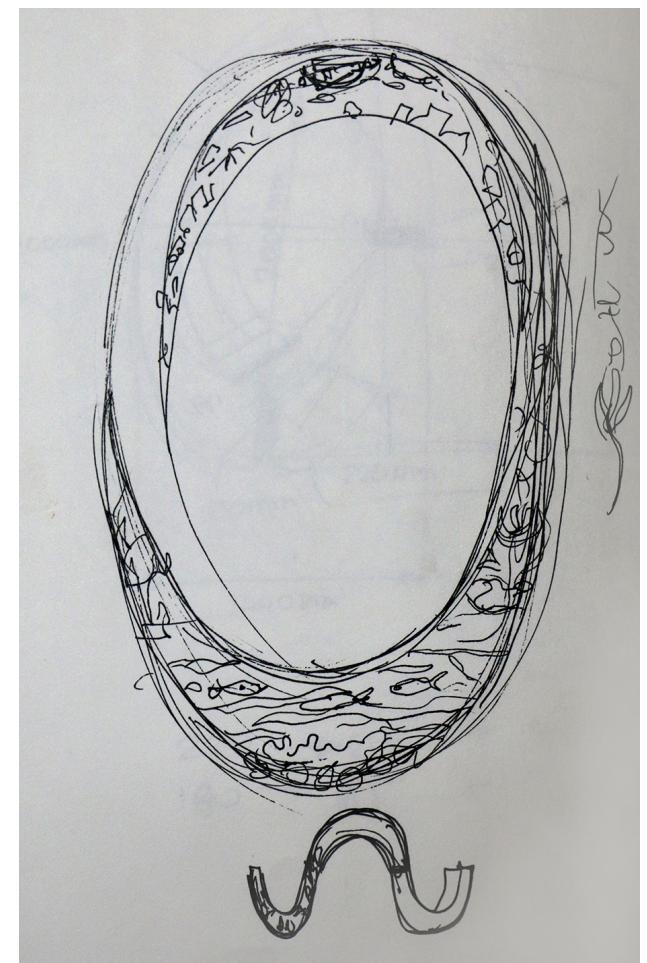
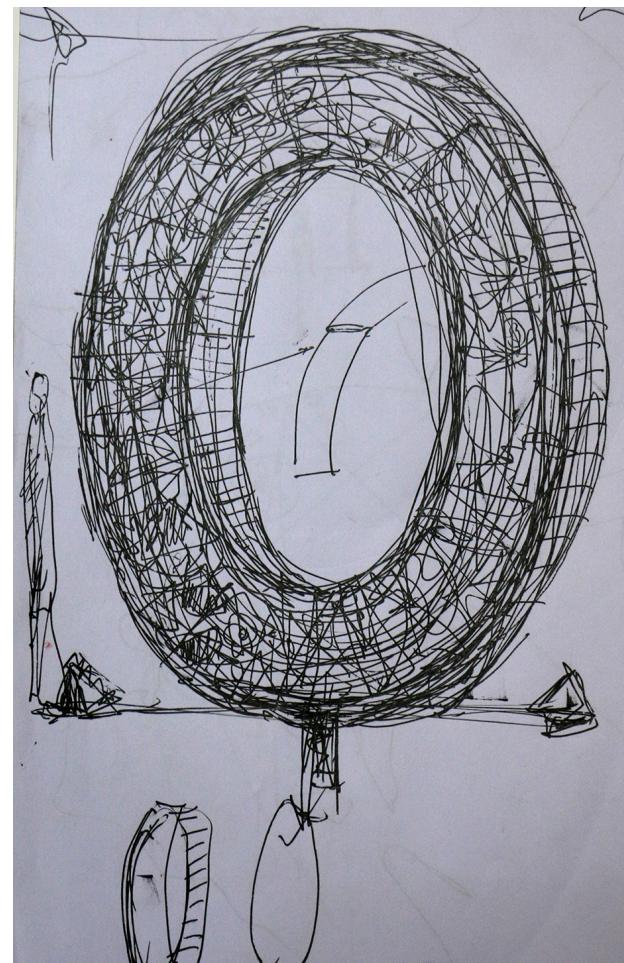
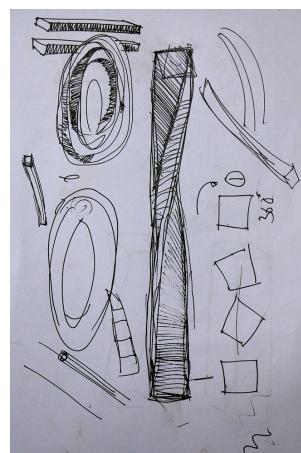
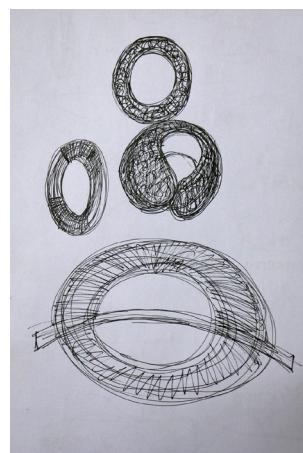
The concept of zero sculpture start from Technology and comes to the nature. Among all the numbers in numeral system zero is the most valuable number. Here I am Highlighting the value of ZERO. From simple counting to advanced mathematics, zero has played a pivotal role enabling the world to progress. Everything in our environment, zero is still a powerful number. Companies a great efforts to lift measures like revenue, profit and number of customers further away from zero.

On the other side zero is a target when looking for opportunities to reduce costs, inefficiency, and competition. So zero lies between plus and minus. When I look around I can see two things like male- female, good-bad, big-small, rich-poor, first-last, beautiful-ugly etc but one common thing between this two think. If we understand the value of zero then only we can see.



Form study by sketching.





Final form.

Method and Material

Form:

After sketching I was exploring the form with the clay and the steel sheets.



Form 1



Form 2



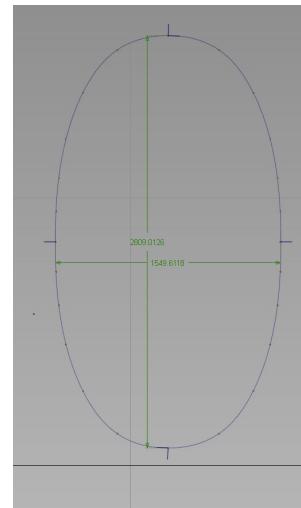
Form 3



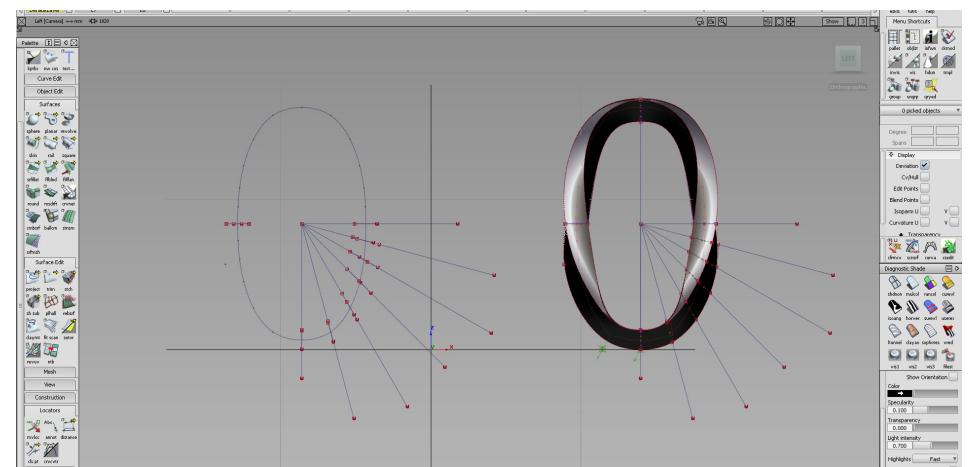
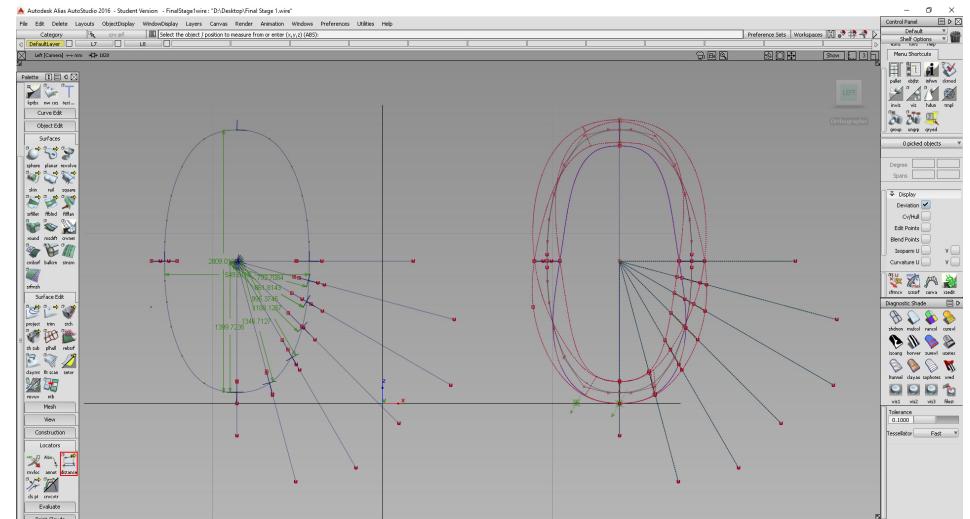
Process:

After finalise my concept with my guide I start sketching several form. I start with simple shape of zero. Then make some changes with the form of the zero a little bit twist. Finally came out with two twisted form. Then make maquette of this 2 forms. After selecting one form with the help of my friend we are preparing for a digital 3D model in laptop. By using AutoCad Alias software we are making a digital model. It make me easier to calculate the dimension of the Sculpture. With the ratio of the maquette we enlarge into 15 feet height and 9 feet width which is quite large.

The model is ready but I need to understand how to make it. Need to know what will be the total cost including material, fabrication, installation and maintenance. It will be very difficult to fabricate at IDC. With one of my friend who is working in metal we went to Gulalwadi to understand the cost of the material and fabricator. No want is not ready to work



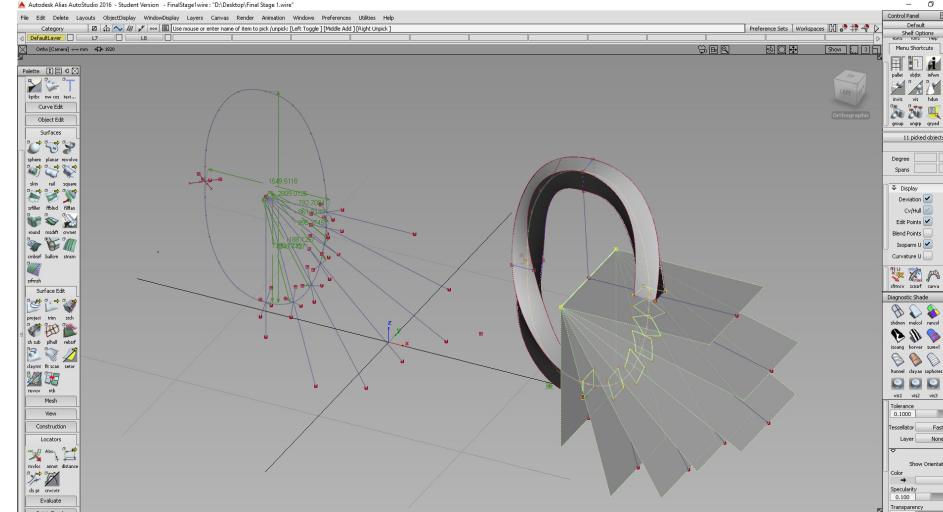
Digital 3D model making.



luckily we meet a fabricator Raju Bhai. He asked a charge of 2.5 Lakh for fabrication and material. But it is out of our budged as our budget is only 1 lakh.

Only option came was either rise more fund or reduce the size of the sculpture. I discussed with my guide regarding this. Finally some fund also rise and reduced the size of the sculpture 10 feet height and 6 feet width. And started working with Raju Bhai at Gulalwadi, Grant Road.

As the medium of this Sculpture is in Stainless steel which is new a medium for me. The height of the sculpture is 10 feet and width of 6 feet. It is golden opportunity to make a 10 feet height in Steel. I started with a simple zero structure and the front side will be creating a composition of flora and fauna. On the backside of the sculpture will depict the technology things. By analysing different possible forms, finally



Measurement through section Digital 3D model.

come out with the twisted zero. In this we can see both flora- fauna and technology in both front- back. So here in this digital model the black portion will be pattern of Technology and Nature.

10 feet model

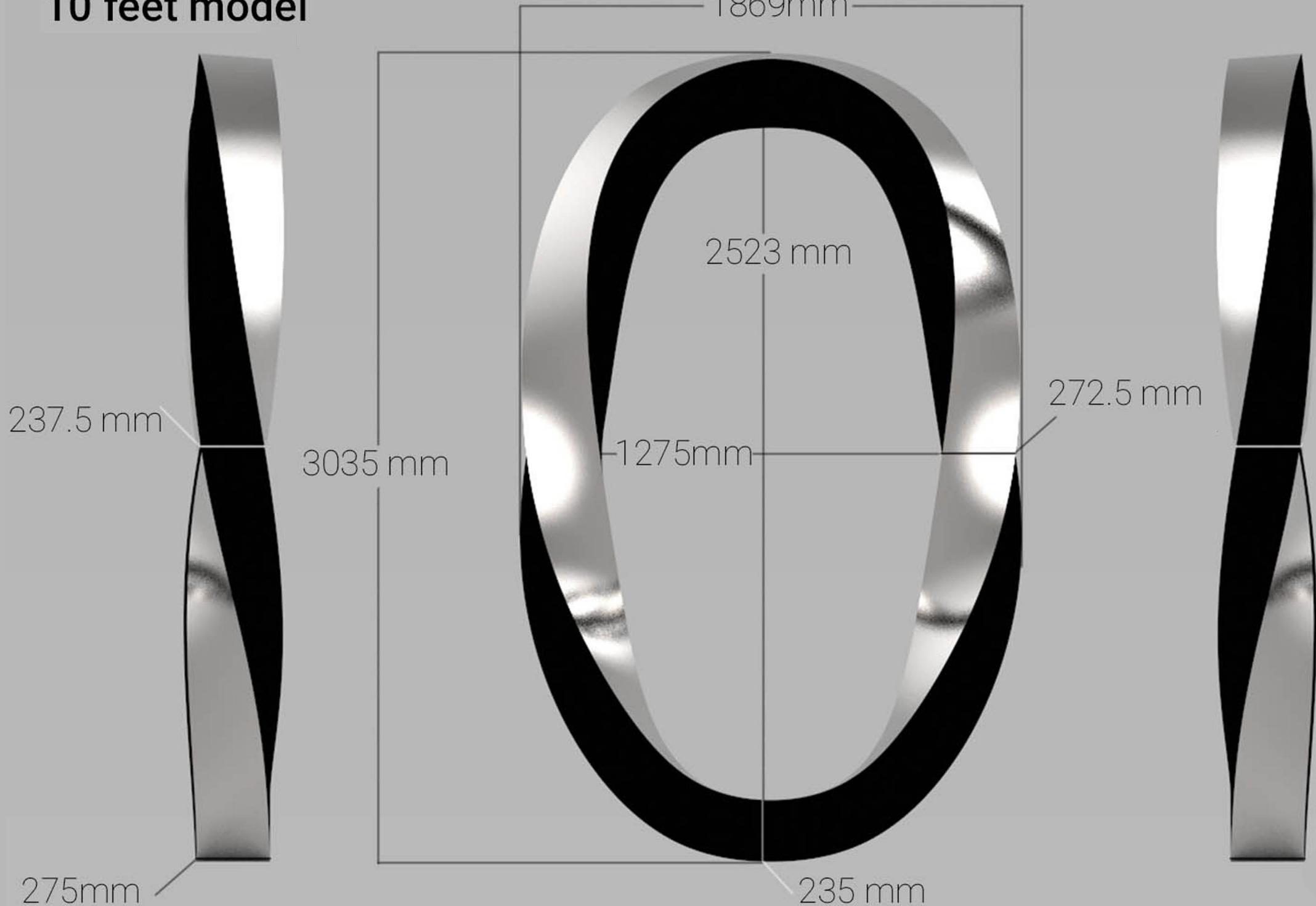
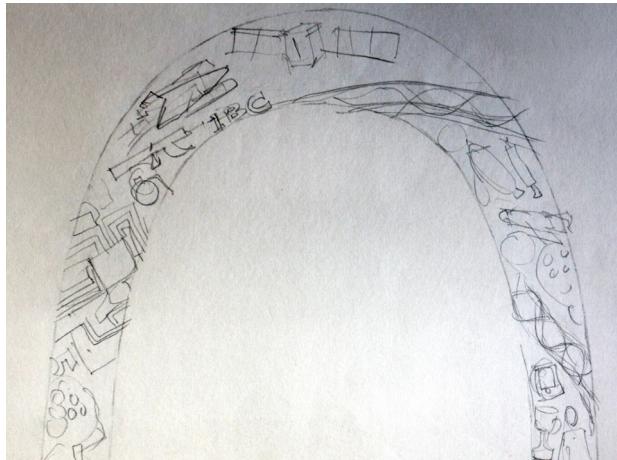


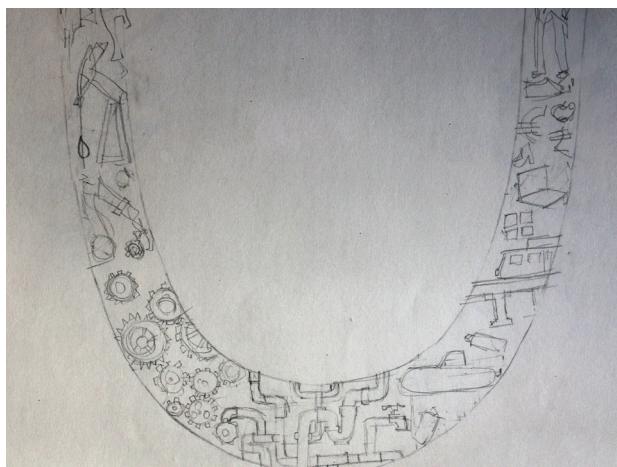
Illustration:

Illustration for the pattern which is to be fixed in the black side of the sculpture model. It is to be cut in laser cutter. It is also a difficult

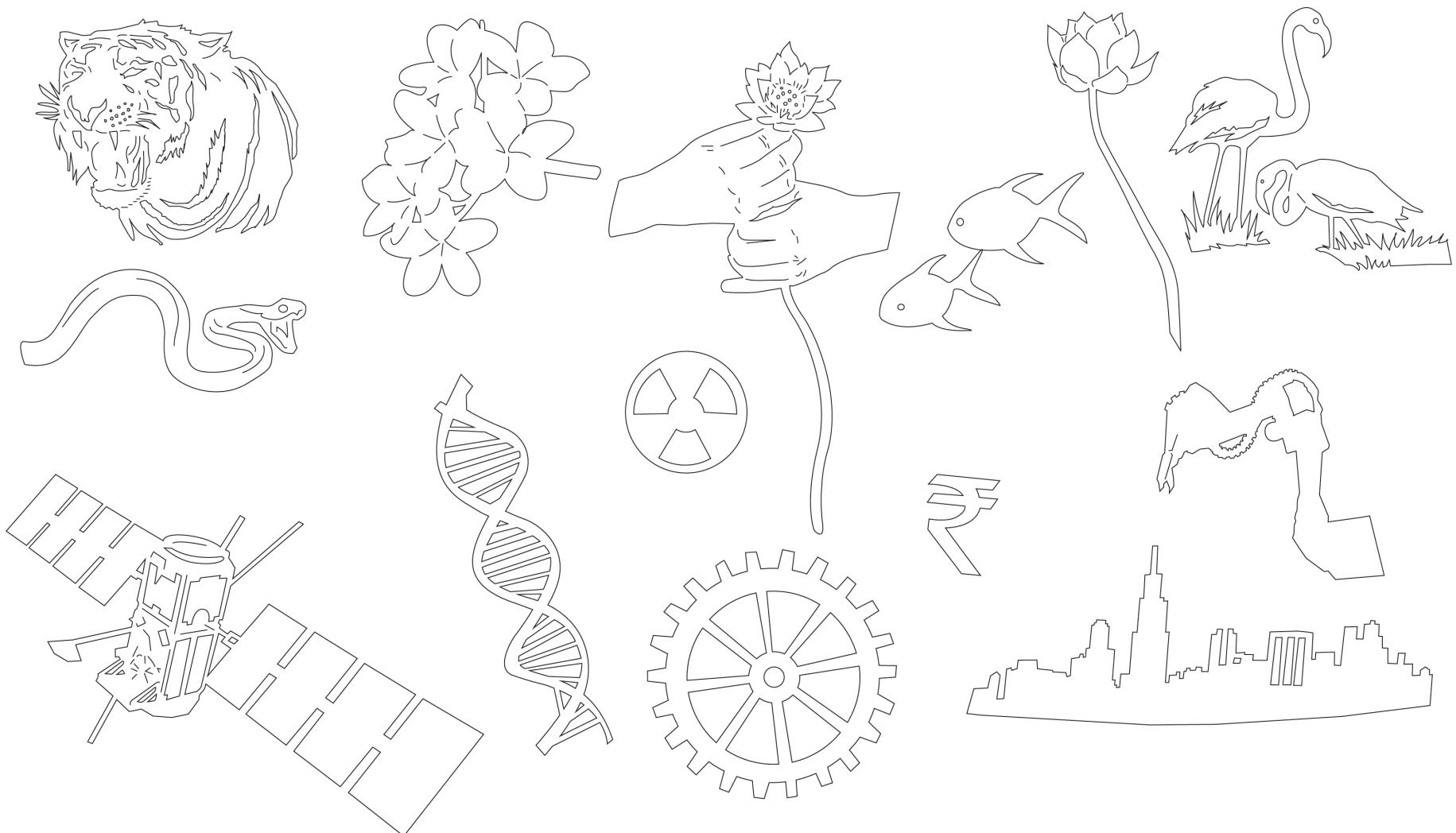
task to do illustration in accurate size. So first I did the drawing of some objects related to the nature and technology.



Drawing of Nature on paper.



Drawing of Technology on paper.



After the drawing has done the Digital Illustration was drawn in Adobe Illustrator and It has done in accurate size for laser cut.



Technology



Nature

Fabrication process:

I went every day to the workshop of Raju Bhai at Gulalwadi, Grant Road. We at first make a zero shape mockup model with a proper measurement. It is rotatable and can twist in any form. After that the metal sheet had been added with according to the form of the mockup. It is very hard to bend the sheet but final ready the metal surface. And then the structure had been added then finally the pattern had been welded.

Welding metal sheets at Gulalwadi, Grand Road



Formation of mock up.



Ready mock up.



Adding steel sheets on mock up.



Welding SS metal sheets.



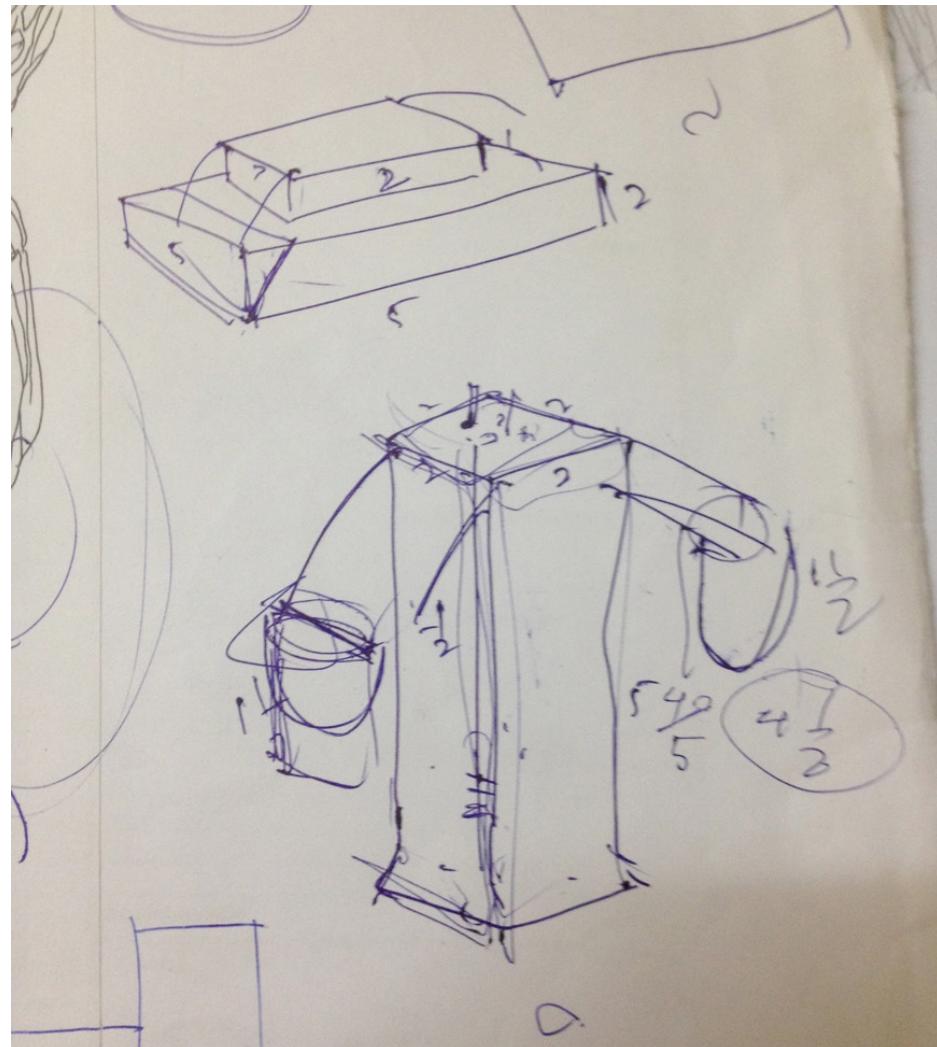
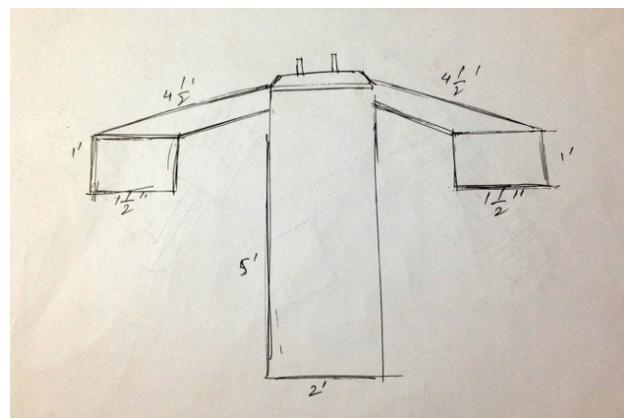
Removing of SS metal sheets from the mock up.





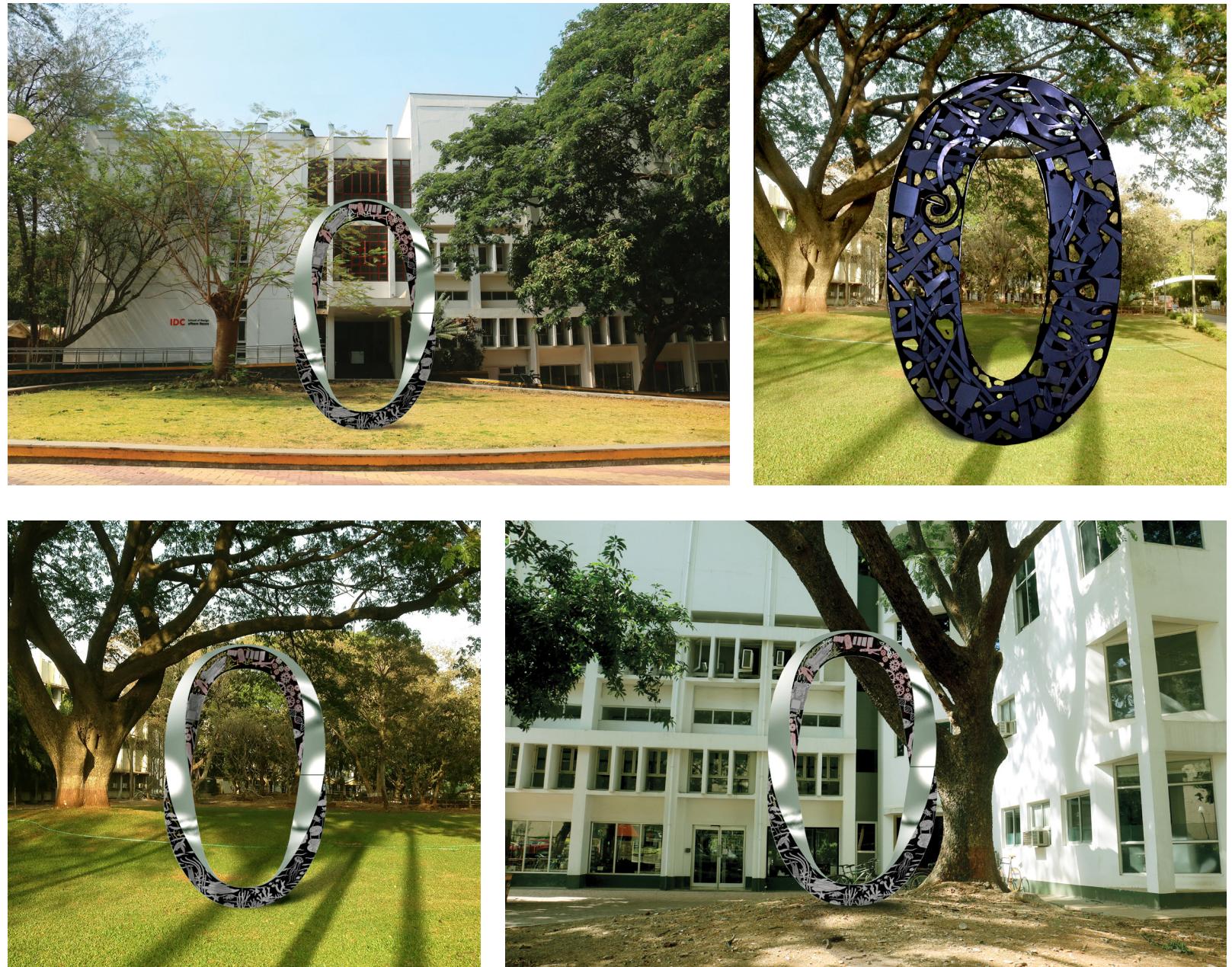
Foundation process:

As per size of the Sculpture I have to prepare the foundation. The size of the foundation should be 5 feet depth of 2 feet square cement block. On the side of the block 2 square cement block of 1feet and 6 inch square of 1 feet had been made.









Possible site for final execution.





CONCLUSION

By understanding about the value and need of Public art. I had taken a some steps for enhancing visual culture in the form of public art. So to continue to strive, we need initiate more ART projects. We need to reach out more and see it like an interactive process involving students, artists, architects, designers, teacher, community leaders, and construction teams. We need to continue to support artist's creative involvement through cooperation and create opportunities for artists/students to engage in issues we think are important.

REFERENCE

<http://www.blush.me/unwind/an-exhibition-in-mumbai-is-mixing-mythology-and-pop-culture-of-india/>

<https://www.unigoa.ac.in/uploads/content/VRPP/CourseDetails/JyotindraJainCourse.pdf>

<http://www.aaa.org.hk/Collection/Details/28711>

<http://mumbaimirror.indiatimes.com/others/things-to-do/when-god-was-the-face-of-advertising/articleshow/58155654.cms>

<http://www.hindustantimes.com/art-and-culture/when-and-why-did-the-mumbai-pub-get-so-loud/story-iaM3gxPpMbz9kB0Fnq0FOP.html>

<https://en.wikipedia.org/wiki/Art>

<https://en.wikipedia.org/wiki/Culture>

https://www.google.co.in/search?q=mumbai+city&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi966Tq-aXTAhXItY8KHeugCZ0Q_AUIBigB&biw=1440&bih=835#q=mumbai+street+poster&tbm=isch&tbs=isz:l&imgrc=_

<https://www.instagram.com/streets.of.mumbai/?hl=en>

https://en.wikipedia.org/wiki/Visual_sociology

https://en.wikipedia.org/wiki/Visual_culture

<http://faculty.georgetown.edu/irvinem/visualarts/Intro-VisualCulture.html>

https://www.google.co.in/search?q=visual+culture+around+mumbai&tbm=vid&source=lnms&sa=X&ved=0ahUKEwilns_8-6XTAhXFLI8KHWQWBL4Q_AUICygE&biw=1440&bih=835&dpr=2#q=mumbai+visual+culture

