



TEAM

OGGM

# *Aim*

Research, understand, visualize, synthesize and design for problems from socio-economic-cultural-political-technology-sustainability perspective that are complex, uncertain, interconnected and form a system within defined boundaries.

# Idea Generation

## A new identity for Kerala

<https://www.ishankhosla.com/>

<https://cept.ac.in/events/indian-design-language>

<https://www.invisonapp.com/inside-design/examples-government-design/>

<https://codinhood.com/post/world-government-design-systems>

Paula Scher

<https://www.keralaturism.org/>

<https://www.smas hingmagazine.com/2017/10/large-scale-design-system-us-government/>

[https://medium.com/@ashique\\_kuthin/designing-for-kerala-tourism-a-design-case-study-152bbbf7923](https://medium.com/@ashique_kuthin/designing-for-kerala-tourism-a-design-case-study-152bbbf7923)

<https://kerala.gov.in/>

<https://www.pentagram.com/>

[https://www.behance.net/gallery/89469193/Re-branding-Kerala-Tourism-Website-\(Personal-Project\)](https://www.behance.net/gallery/89469193/Re-branding-Kerala-Tourism-Website-(Personal-Project))

## Waste management

<https://www.conserve-energy-future.com/waste-management-and-waste-disposal-methods.php>

<https://www.downtoearth.org.in/blog/india/delhi-solid-waste-a-systemic-failure-56776>

<https://swsu.ru/sbornik-statey/pdf/ALEP%20Waste%20Management%20FINAL.pdf>

<https://swachhindia.ndtv.com/5-countries-revolutionised-way-tackle-trash-waste-5013/>

<https://www.predictiveanalyticstoday.com/top-waste-management-software/>

<https://www.weforum.org/reports/india-2020-waste-management>

## Maternity system

[https://www.who.int/gho/women\\_and\\_health/health\\_interventions/maternity\\_text/en/](https://www.who.int/gho/women_and_health/health_interventions/maternity_text/en/)

<https://www.healthline.com/health/pregnancy-care>

<https://bmchealthserves.biomedcentral.com/articles/10.1186/s12913-019-4782-x>

<https://www.prb.org/maternalcareinindiarevealsgapbetweenurbanandruralrichandpoor/>

<http://www.childbirthconnection.org/maternity-care/>

<https://www.unicef.org/india/what-we-do/maternal-health---need-guarantee-2008/what-we-do/maternal-health---need-guarantee-2008>

<https://bmcpregnancychildbirth.biomedcentral.com/articles/10.1186/1471-2393-9-18>

## Farmers

<https://brightvibes.com/1451/en/how-digging-holes-can-save-our-planet>

<https://seedballs.com/what-are-seed-balls/>

<https://techcrunch.com/2017/08/15/em3/>

## Tool Sharing system for india

<https://www.quora.com/Why-is-there-no-Home-Depot-Lowes-or-build-com-in-India>

<https://www.businessinsider.in/11-home-improvement-chairs-that-rise-up-before-home-depot-and-lowes-look-over-the-industry/articleid/59632576.cms>

<https://www.indiaglobalbusiness.com/gb-archives/ikea-hopes-indians-will-embrace-the-diy-model-india-global-business>

<https://www.gobnnews.com/news-releases/governor-releases-power-tool-market-india-industry-analysis-and-opportunity-assessment-2016-2026-300372066.html>

<https://www.indianretailer.com/article/what-is-the-reasons-behind-consumption-to-diy-shops-consumer-trends-in-home-industry-during-covid-19/>

<https://www.cheqroom.com/blog/starting-equipment-rental-business-advice/>

<https://medium.com/@tootsvilla/articles-the-rise-of-the-diy-do-it-yourself-culture-in-india-tootsvilla-7fa1981045c7>

<https://tejas.iimb.ac.in/articles/89.php>

<https://www.financialexpress.com/economy/covid-impact-diy-products-a-hit-in-these-home-grooming-times/1990840/>

<https://www.prnewswire.com/news-releases/power-tool-market-india-industry-analysis-and-opportunity-assessment-2016-2026-300372066.html>

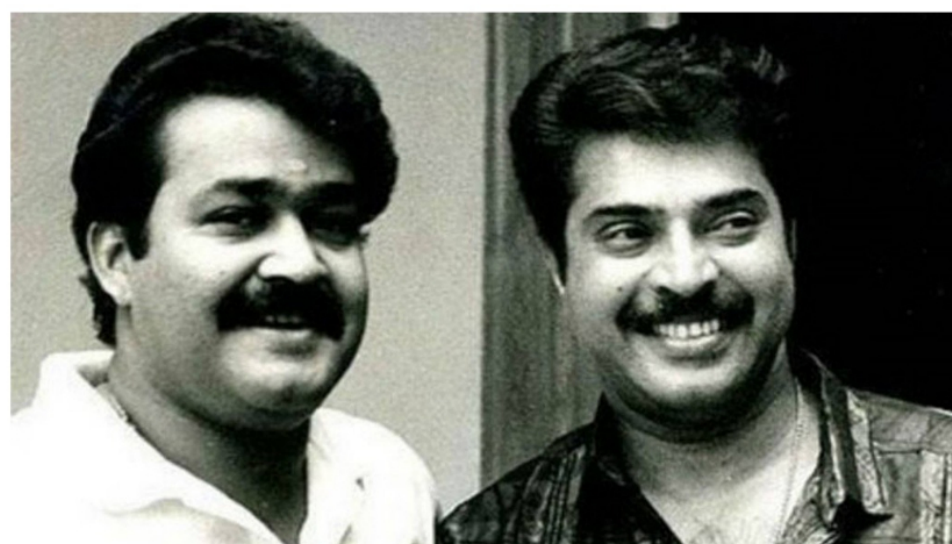
<https://www.thehindu.com/business/Industry/lockdown-led-to-surge-in-sewing-machine-demand/article32406976.ece>

# *Problem Space*

Kerala is a land of cultural diversity, a complete whole made up of a blending of various religions, communities, regional cultures and dialects united through its common love for Sadhya and biriyani, Onam eid and christmas, Mammooty and Mohanalal.

Our objective is to create a system of coherent visual identity encompassing all of Kerala's diversity.

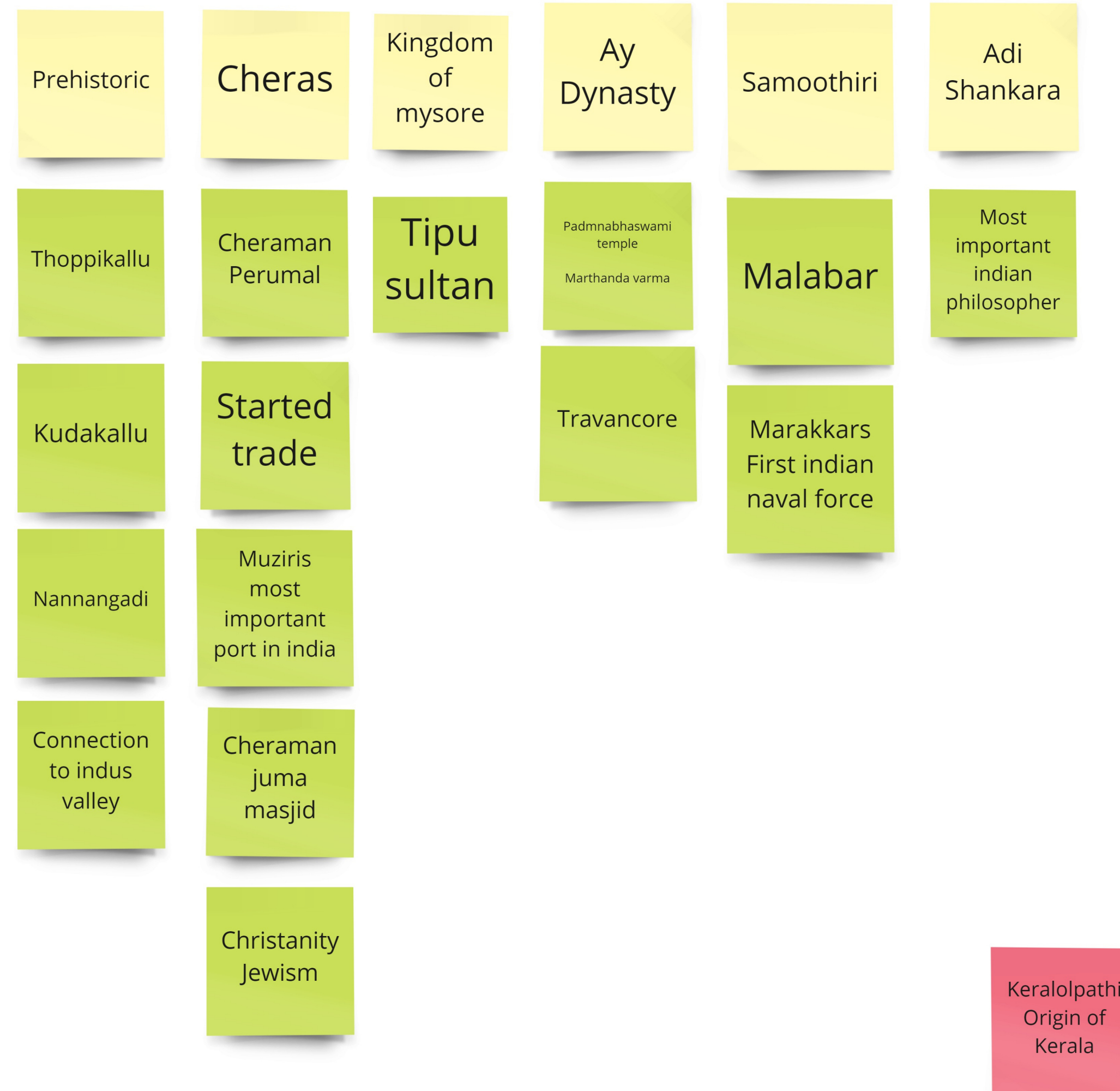
*Research*



Coconut	Hill station	Pazhashiraja	Tipu sulthan	Port	Sabarimala	Gavi	Guruvayoor		
Seafood	Kathakali	Pepper	Agraharam	Metro	Manorama	KSRTC	Ponmudi		
Onam	mohaniyattam	Clove	3D film	Finacial capital	Rubber Plantation	Aranmula Kannadi	Govt hospitals	Rahmah beef biriyani	
Houseboat	Thrissur Pooram	secular	Coco trees	Njangade കേരളം	Alcohol	Cashew	Sadhya	Thrissur Round	
Paddyfields	Appam	communism	Biryani		Achayans	RE Bullet	Western ghats	Bald Hills	
festivals	Mollywood	boatrace	Sulimani		Venice of kerala	Jadayu para	Kannikonna	Rivers	
Percussion instruments	Ikka	pullikalli	NRI	Coir	Thenmala ecotourism	Kalamandalam	Karimeen		
Beef	Tug of war	tea plantations	Samudhiri	Athirapally	Fort Kochi	Kuttanad	Capital	Bekal fort	Chala
	Great Hornbill	Flower Carpet	Ezhuthachan	Bo-che	Dams	Toddy	Sree padmana swami temple	Tranvancore	
	Jackfruit	chola empire	Ayurveda	IM Vijayan	Wildlife sancturies	Lighthouse	Lori Baker	ghat road	
		Mattachery	Bolgatty palace	Kochi Biennale	Kalari	Drama	Valayar Paramasivam		
			Lalettan	Football	Zoo/museum	Indian Coffee House			



# History



# Agriculture

Agrarian State

Consumer State

Poor Agricultural Legacy

Paddy

Coconut

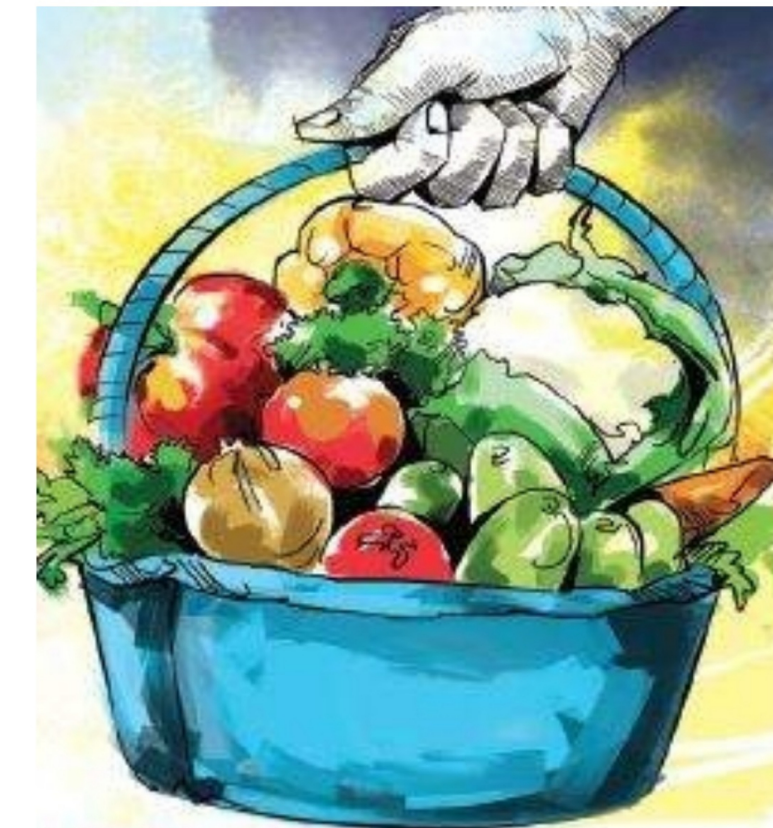
Rubber

Pepper

Cashew

Cassava

Coffee/Tea



## VEGETABLE FARMING IN STATE

Produce	Area under production	District
Potato	556 ha	Idukki
Carrot	1696 ha	Idukki
Beetroot	1 ha	Idukki
Cabbage	197 ha	Idukki (172 ha)
Tomato	437 ha	Palakkad (292 ha)
Cauliflower	20 ha	Wayanad (6 ha)
Beans	1,644 ha	Idukki (1,624 ha)
Onion	31 ha	Palakkad

TOTAL VEGETABLES: **46,732 ha**

● Palakkad 6,738 ha ● Idukki 6,615 ha



# Cuisine

Rice

Non veg

Trading

Sadhya



Veg

Festive

20+ sides

Fish

Christian

Muslim

Chicken

Mappas

Biriyani

Meat  
(Lamb/Buffallo)

Inderiappam

Ghee  
rice

# Architecture

Kerala  
[vernacular  
architecture](#)

nalukkettu (4-block  
structures),  
ettukettu (8-block  
structures) or  
pathinarukettu (16-  
block structures)

Temple  
architecture  
-->  
Houses

Thachu  
Sasthra

Vasthu  
Sasthra

long, steep roofs in  
plain circular,  
square or  
rectangular shapes  
(built so to  
withstand the heavy  
monsoons)

Chuttu  
Verandah

Padippura

Ambal  
kulam ??



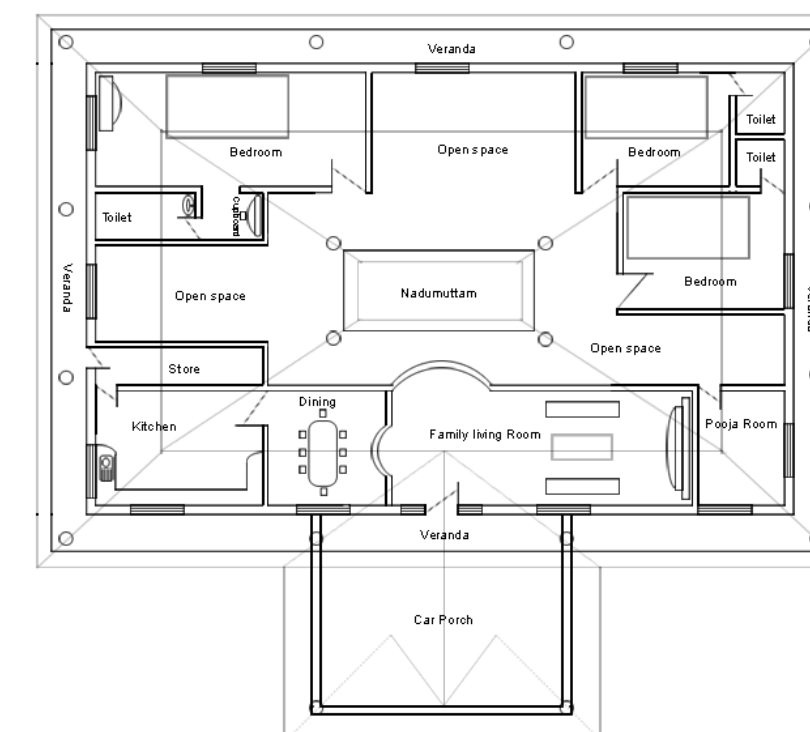
Aatu  
kattil,  
Kindi

Charupady

Poomukham

gable  
windows, tall  
pillars and airy  
courtyards

Nadumuttam



# Textile

Clothing

Kasavu

Undyed cotton with gold border

Balaramapuram (TVM), Kuthampully (EKLM), Chendamangalam (TSR), Kasaragod

Mundu/ Lungi



Saree



# Culture

## kerala artforms

most famous the world knows kerala for

divided based on the three major religions

noone knows these exists

Kathakali,

theyyam,

margomkalli,

opanna,

mohiniyattam

Chendamellam

Arabana muttu

chakiar koothu

paricha muttukalli

Thirayaattam

Chavittu nadakam

padayani

## Festivals

Kerala celebrates almost all the major festivals in india

unique to kerala

Onam

Pullikalli

Vishu

Pongala

Vallamkalli

Pooram

## arts

Kerala temple murals

Fineartists

Contemporary artists

Raja ravi varma

Bose

## Literature

Niranam poets

pracheena kavithrayam

Modern kavithrayam

## Folklore

Many about agriculture, sowing harvest

religeous rituals as part of different steps in agriculture

Padayani, Mudi yettu, Thirayattam, Theyyam

Songs which tells stories

Vadakan paatu, pulluvan paatu, thottam paatu

## Music

Majorly from Karnatic music

Sopanam

Panchavadyam

# *Whats next?*

Further Research

Identifying and Listing Elements to Map Kerala

Understading Individual and Collective Perspectives

Finding Areas of Intervention

***Thank you***

