



STYLES
&
TRADITIONS
KNOWLEDGE FROM PAST,
DESIGN FOR TOMORROW

MADURIMA
CAMASAMUDRAM
B9038458

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**PREVIOUS
WORKS**



*Showcasing rich culture
and colours which are
inspired from temple
architecture and interpret
the same in new ways
to disseminate Indian
designs and
architecture.*

Image-2lotus flower
(ref. in references)
images-3-5
previous works
embroidery creating shadows

**WALL PARTITION
WHICH CREATES
SHADOWS**

*Project Type: Retail
Location: Hyderabad, India
Tools: Autocad, Illustrator, Photoshop, Vray
Hand skills: Embroidery, Painting
Machine works: Woodcutting, Mdf cutting
Spring 2020: Sheffield Hallam University*

COLUMN FOR SCALE MODEL



My journey through this project was very much exciting as it inspired me in many ways. As a designer, I feel proud of taking such risks in this stage to create new things. I got more understanding of the temple architecture and its details throughout the project. The main solution for this report gives me the clarification of using designed fabrics to use differently in interiors through sensorial and technical aspects through perspective knowledge.

Here is the process of making traditional motifs on accessories and organza fabric. In this Project the concept of Fabric design by traditional methods of hand embroidery was to create shadows, when the light falls on the fabric.

DESIGN MOTIFS

Using organza fabric to create partition as it is transparent and strong. Shadows are created when the light falls on the fabric if the fabric is placed perpendicularly. To support the fabric framing should be attached to it. To make some temporary columns with the desired features which can match the fabric can make justice to the design. To make these columns teak wood and was machine carved. Wooden columns of a scale model for the whole fabric in 1:25 scale. Shadows can be seen clearly which creates beauty to the design. For this model, i have designed column-inspired from the traditional architecture of south India.



Image-9-12
previous works showing
motif details

FINAL DESIGN

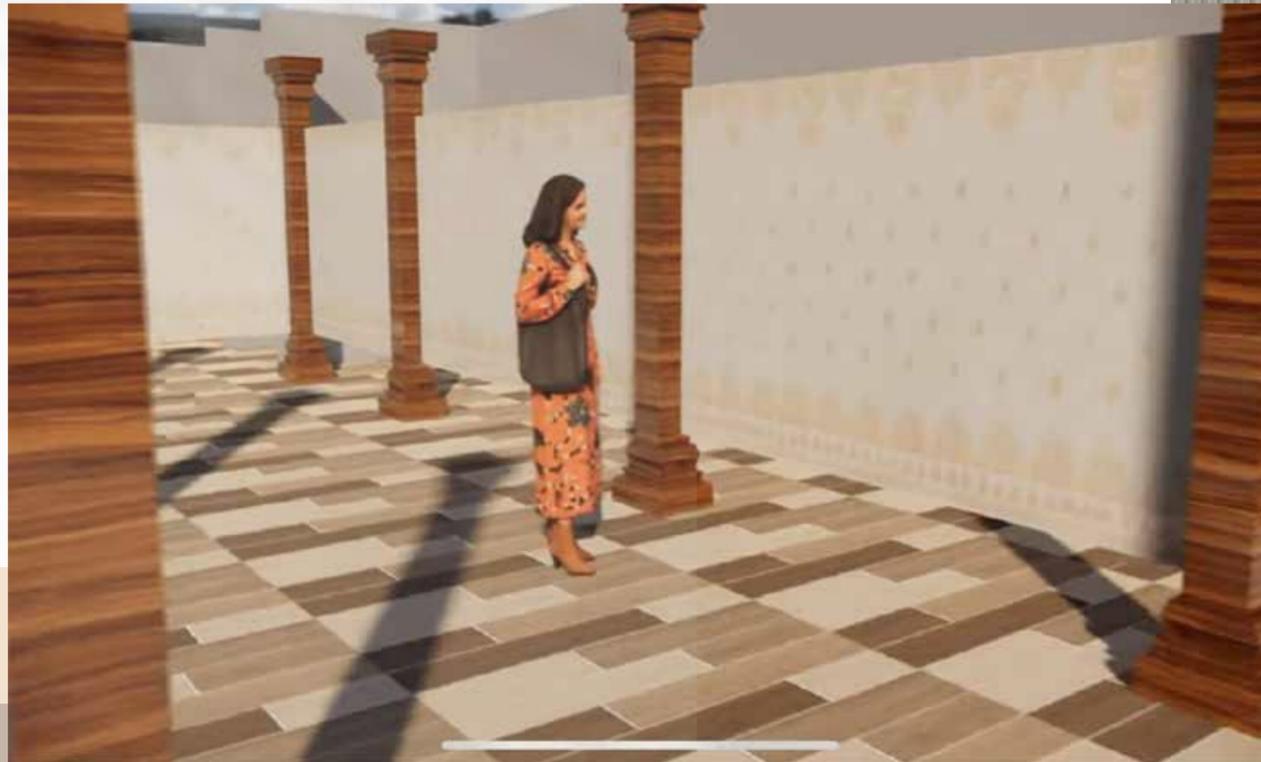


Image-13-14
rendered images of fabric design with columns

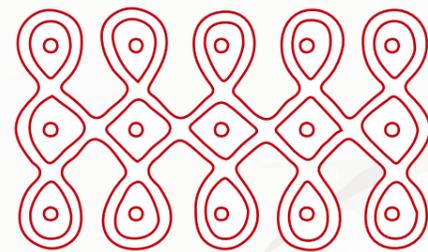
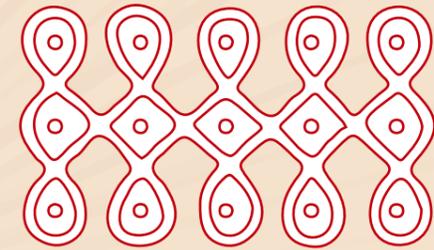
Image-15
previous work of embroidery detail on full scale



This project helped me to design a whole partition by myself and I have learnt patience while creating it. By creating this partition it will give customers a satisfaction of seeing every space and different designs of boutique Saris as it creates a way to walk through out the store. The phases of this project includes many things such as research, creating concepts, creating spaces, design development etc. By temple architecture, culture will be important in creating new kinds of designs from old arts and crafts which should be carry ethics and values and should be shared to our future generations.

AIMS

Throughout my MA project, I have developed temple architecture motifs in fabric design to create wall partition which I feel challenging the future designs of using traditional temples from historical aspects. Research in previous projects showed how I brought the design elements to develop hand embroidery which creates shadows. Through the learning's from childhood, I have developed traditional methods to develop fabric in interiors. Aim of the project is to create and explore more regarding my last project in terms of wall partition and the designs from temple architecture and encounter them in interior basis. I started this research in my project-2 where I found interesting elements in southern parts of India and its architecture. I started my journey with vernacular architecture of Tamil Nadu and ended with temple architecture from the same state. However, this project changed my mind from one stage to another and gave me the opportunity to create more design forms by taking one concept.



- .Developing skills to interact with people who participates to see and understand my project.
- .To know more about reviews and reactions from people.
- .To improve the design through culture and its forms to include them in interiors which can be used in any part of the world.

INTRODUCTION

Designing interiors which create patterns from temple architecture which includes South Indian arts and crafts. It also introduced me to get the knowledge of technical details and to incorporate them in this project. I have also developed my perspective and better understanding regarding design and the techniques of temple architecture.

However, there are some limitations which contain more possibilities of creating new design elements from temple architecture and to use them in different design forms. These forms can be created and can be used in new ways and new concepts.

It creates impact not only on the boutique interiors but also on the interior industry as it creates response for many queries regarding South Indian style which can be used in any part of the world.

In India we often use historical representations to bring them in fashion and interior architecture and improvise the details. This project includes the different reaction of people through different platforms through contemporary context of the project.

INDIAN INTERIORS

Indian interiors mainly characterize live and exotic colours which creates dramatic effect to the surroundings. Temple motifs also create intricate details of interiors. To document the structure of the objects , it should be represented artfully in a right way by using some backdrops, and to arrange them in a decorative manner. It always represents a style of south Indian details which can be adapted to the present scenario in the world of interiors. Adaptations from the temple architecture create aesthetic sense which refers back to the history associated with it. By taking interviews from design and architecture students and also reviews of my project from project can leads my research in a better way. I have done research details about contemporary approach to use them and make more products for applying them in interiors. I reached my participants by interacting with them in public & even I got an opportunity to get a conversation with one of the architects from Hyderabad. I want to create a website where my projects can be reached through public. I may publish them through social media through what's app and Instagram. I created call meetings and make participants feel my ideas through my presentations.

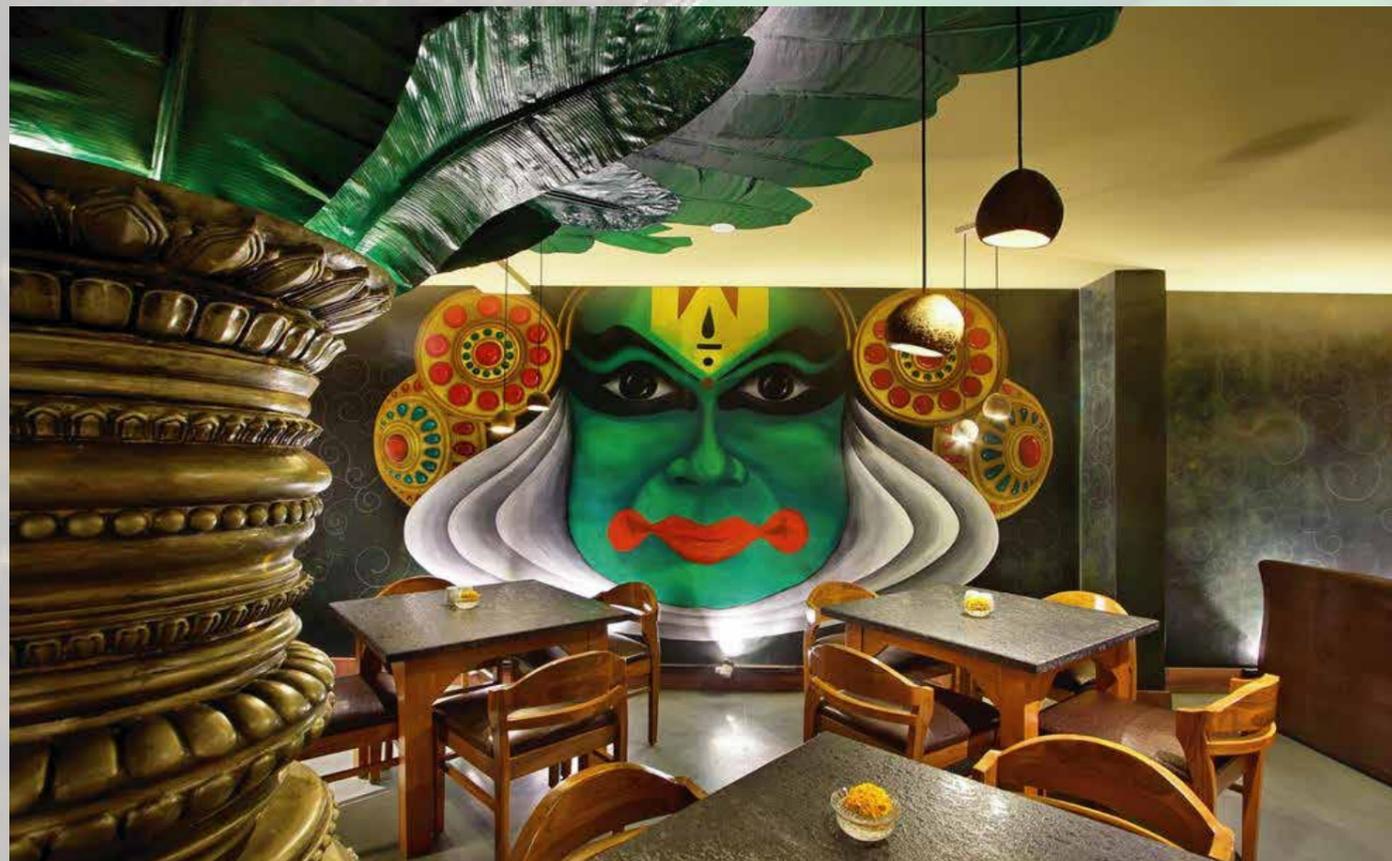


Image-15
window detail of chettinad interiors

INSPIRATION

I created call meetings and make participants feel my ideas through my presentations. My inspiration for designing this project (south Indian temple architecture) was inspired from Mural art from Kerala dance forms. It was designed by Studio line architects. This south Indian restaurant was designed with the inspiration of south Indian art forms. Studio line architects created this restaurant to reflect the south Indian lifestyle by creating these forms. I have gone through all my references in the past and have seen these details again where i got inspired to give more details to the design forms. Those colours made me think about using rich colours to in remodelling prototypes.

Image-15
window detail of chettinad interiors



DESIGN DEVELOPMENT | PROTOTYPES

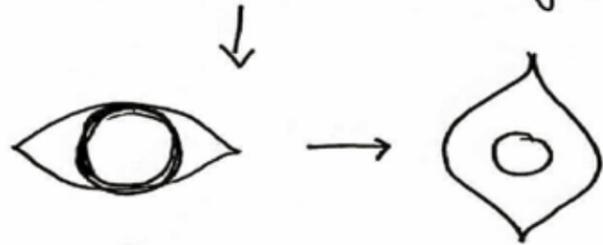
Aurakshi mirror:

Aura+Akshi – Aurakshi

The identity which is totally conceptualized on the visible connection and reflection which can be observed through mirror in light. Our reflection is indeed our own visuals in reality.

MEENAKSHI TEMPLE

↳ MEENA (fish) + AKSHI (eyes)



AURA → feeling inner personality

MIRROR → visual reflection

AURA + AKSHI → AURAKSHI



Image-16

aurakshi name details

Image-17-18

mirrors which are inspired from temple motifs



Image-19-22
coasters which are inspired from motif details



The blooming -

Coasters:

Petals of various flowers blooms each and every day. This is the process of rebirth and its enlightenment is regarded as spiritual.



“Your heart is full of fertile seeds, waiting to sprout. Just as a lotus flower springs from the mire to bloom splendidly, the interaction of the cosmic breath causes the flower of the spirit to bloom and bear fruit in this world.”
–Morihei ueshiba

Nalini

Wall hanging:

Nalini in Sanskrit is known as Lotus. It represents purity, enlightenment & rebirth. The motifs of the wall hanging are inspired from temple architecture which are also used in fabric design.

Image-23-24
previous wall hanging before painting
Image-25-26
wall hanging after painting

REVIEWS FROM ARCHITECT MURALIDHAR YADATI

| De-Sign ARCHITECTS

“Temple architecture was always rich in its history” says principal architect Muralidhar from De-Sign architects. I always find grateful to interview him and this interview will be remarkable conversation with him.

Him: Is this the first time you are taking temple architecture? But what was the reason for taking temple architecture in interiors?

Me: It was the first time I’m taking temple architecture as my roots are from Tamil Nadu. I’m curious to learn from our historical things to include in future projects. The design elements from temple architecture are really different and have deep meaning for each of them. I have challenged myself to create these kinds of elements in creating contemporary interiors.

Him: Do you find easy to accept the project?

Me: I feel tensed in the starting stage of the project and used to think on going for next stages for many sleepless nights. I have done research through its history and then I have done many experiments. My tutor supported me through out this project which gave me the positive energy. Thus I have challenged myself to continue the project.

Him: So, what's the difficult task you have faced while doing this project?

Me: For each and every stage I used to think various ways. I used to sort out from those. For me thought process was the difficult task. I don't find any difficulties while doing the experiments as I used to prepare myself to get patience before I start doing embroidery or painting. I feel exciting to get the final result of any design I create.

Him: Did you face any failures while doing this project??

Me: Yes, there are some of the failures. In some cases I don't find them as a failure as I used to select best one from different options from those experiments.

Him: Did you change your design process or your way of designing for the next process?

Me: Yes, but not completely. I thought 2-Ds & 3-Ds are the most important part of the design project. But the other skills which we have deep inside can teach us more and more from these kind of projects. I have learnt many things from this project which includes embroidery where I used to do in my childhood. I am very much thankful who supported me through out this project as it was very much special to my heart.

EXHIBITING MY WORKS

As I have developed my fabric design to create wall partition in a boutique regarding wedding design outfits, which represents old traditional designs which suits the richness of the organza fabric. Hence, I have selected boutique to show my designs for participants who wants to shop some design stuff. During my stay in India, as I went to my home country for Christmas vacation in this COVID situation I selected a small boutique which is near to my home.

Participants have created a positive vibe in the boutique, where they reacted in different emotions. I have explained everything regarding my project where they have asked some questions, and have answered according to them. This exhibition gave me confidence on how to react with public to promote your project. I have learned many things and realized some of the things which are questioned by the participants.

REVIEWS & OBSERVATIONS FROM PARTICIPANTS:



P1: One of the participant has seen the scale sized model and have asked

me "Is this the miniature work for the big scale?"

Me: Yes, its in a small scale which can be understood easily.

P2: One of them was surprised that those designs are hand made?

Me: Prototypes and columns are machine made which are made of MDF(Medium Density Fibre) and teak wood respectively.

The embroidery on the fabric was handmade.

P2: What are the advantages of these things?

Me: The fabric I have designed acts as the wall partition and also it creates shadows with temple design elements. These can perform as a design element where people can understand the beauty of temple architecture.

P2: Is the fabric you have used to design is a different one!?

Me: I have used organza fabric to create embroidery. Not only it's sheer in nature but also strong enough for the design requirements. As it is sheer in nature embroidery of the fabric can be visible through both sides of the fabric. I have designed it to create a passage way in a wedding boutique. Shadow will be appeared on the opposite side of the focus lights placement.

P2: Is this project only applied in India?

Me: I took this project to know more about the beauty of temple designs and their techniques. I have utilized these designs to use them in this contemporary world. I'm going to take reviews from different platforms.

P2: Did you use only light colours for embroidery?

Me: I have used light colour for the fabric. For the threads I have used warm colours which I got inspired from Shades of the sun.

P3: Is this kind of similar work done by anyone?

Me: From my research, I have learnt that there are curtains made from sheer fabrics or embroidery fabrics But I think no one have done in the same way of this kind.

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P2: Are you going to show your works through social media like Instagram?

Me: Yes, to get more reviews from public we can share our projects through social media.

P2: Why did you use light colours for the fabric?

Me: As all the colours can be visible on the white surface and the fabric shine will give richness to the surroundings.

P3: Where can we use these prototypes?

Me: I have developed my vision through these prototypes as you can observe the similar design in all of the models. These can be used as wall hangings. One of them can be used as mirror as well as it can be floor mounted.

P3: how many days did you work on this embroidery?

Me: I got to work for 12-15 days for the full scale fabric and 1-2 days for the small one.



Image-27-35
picture of exhibiting of my in
a boutique
Hyderabad, Telangana, India

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P2: Is this project only applied in India?

Me: I took this project to know more about the beauty of temple designs and their techniques. I have utilized these designs to use them in this contemporary world.

I'm going to keep this kind of exhibition even in to know the public reactions from there.

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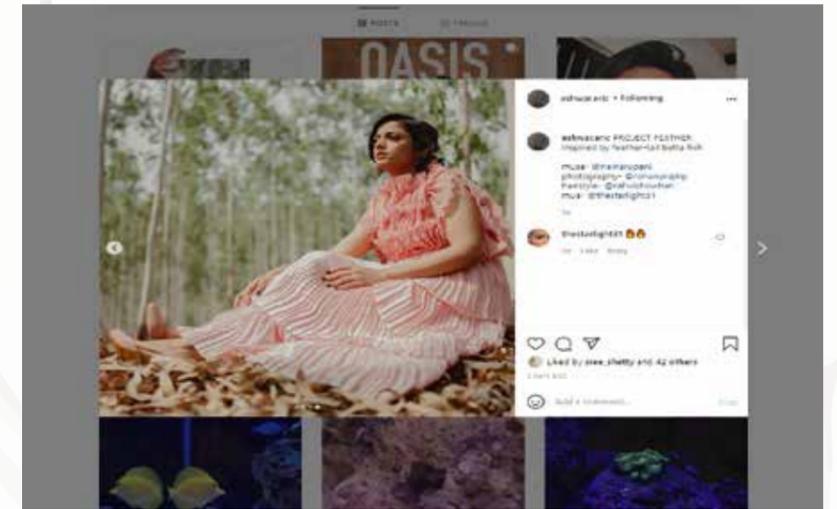
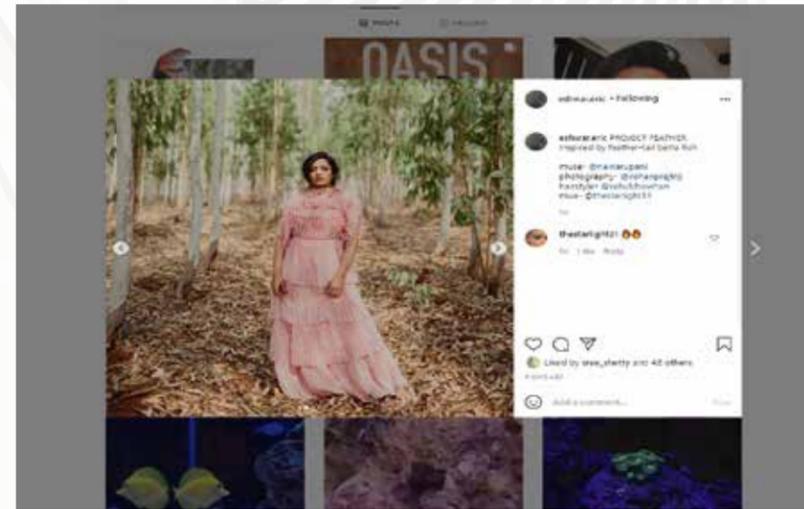
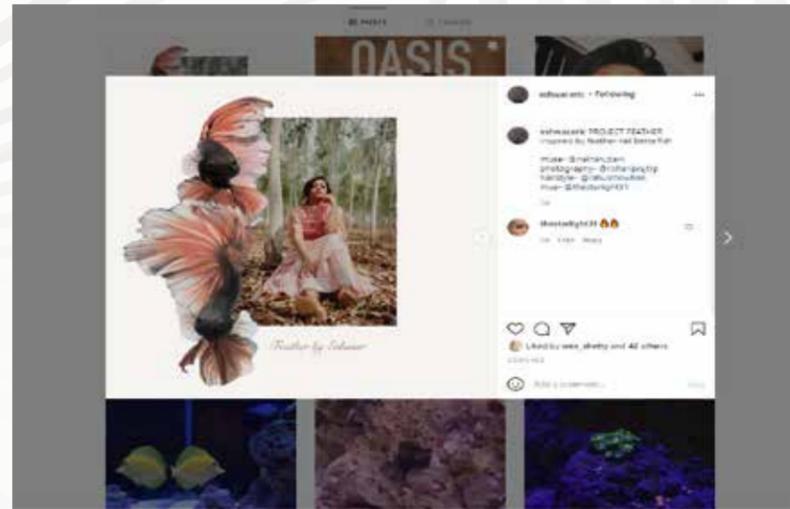
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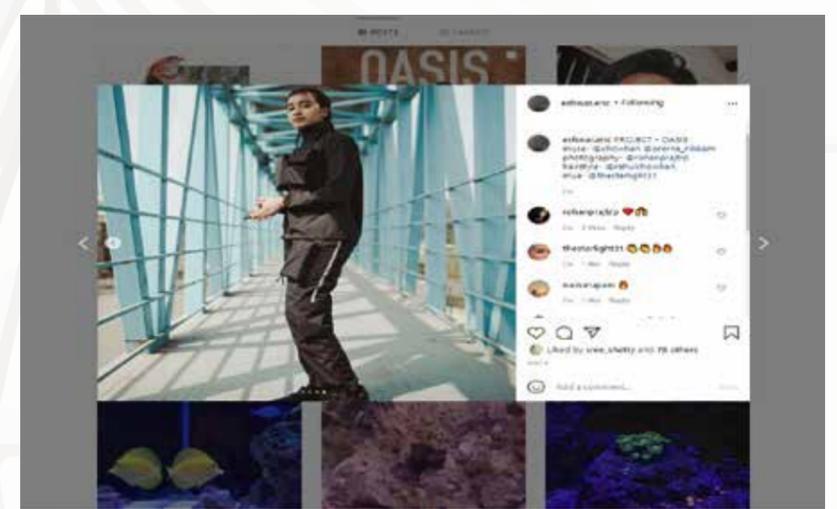
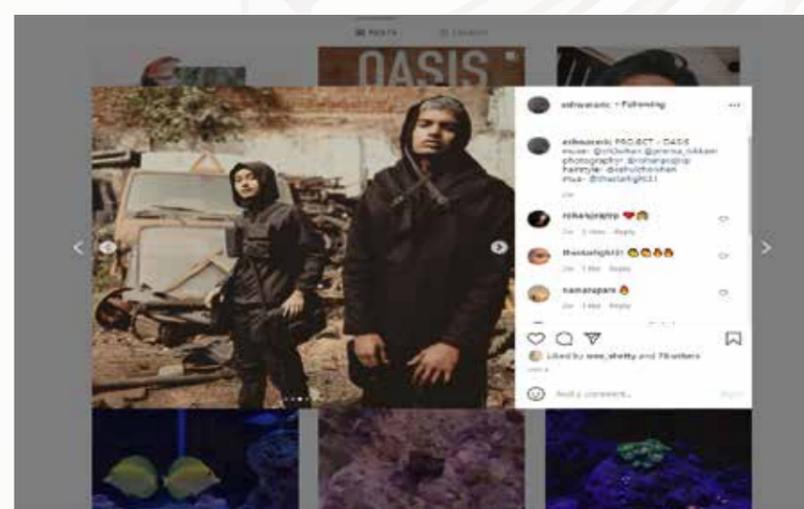
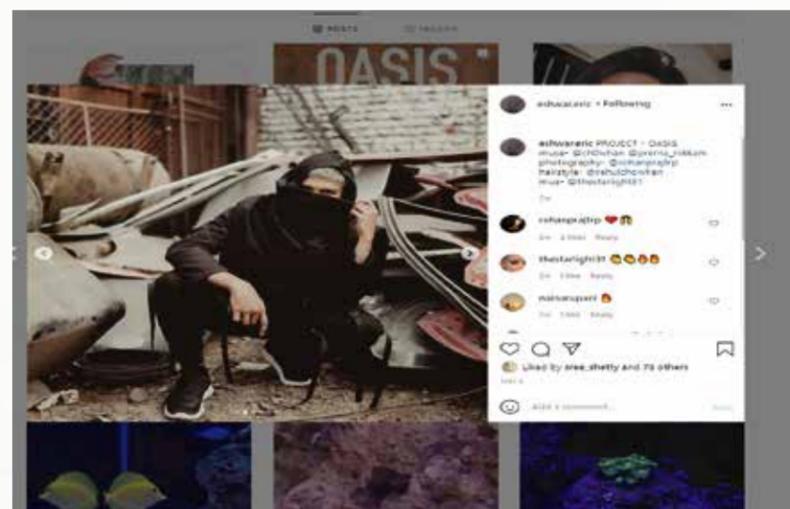
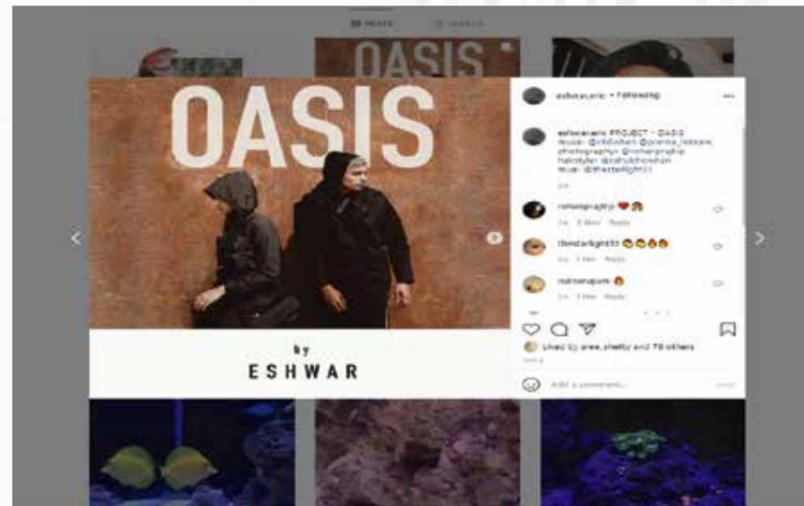
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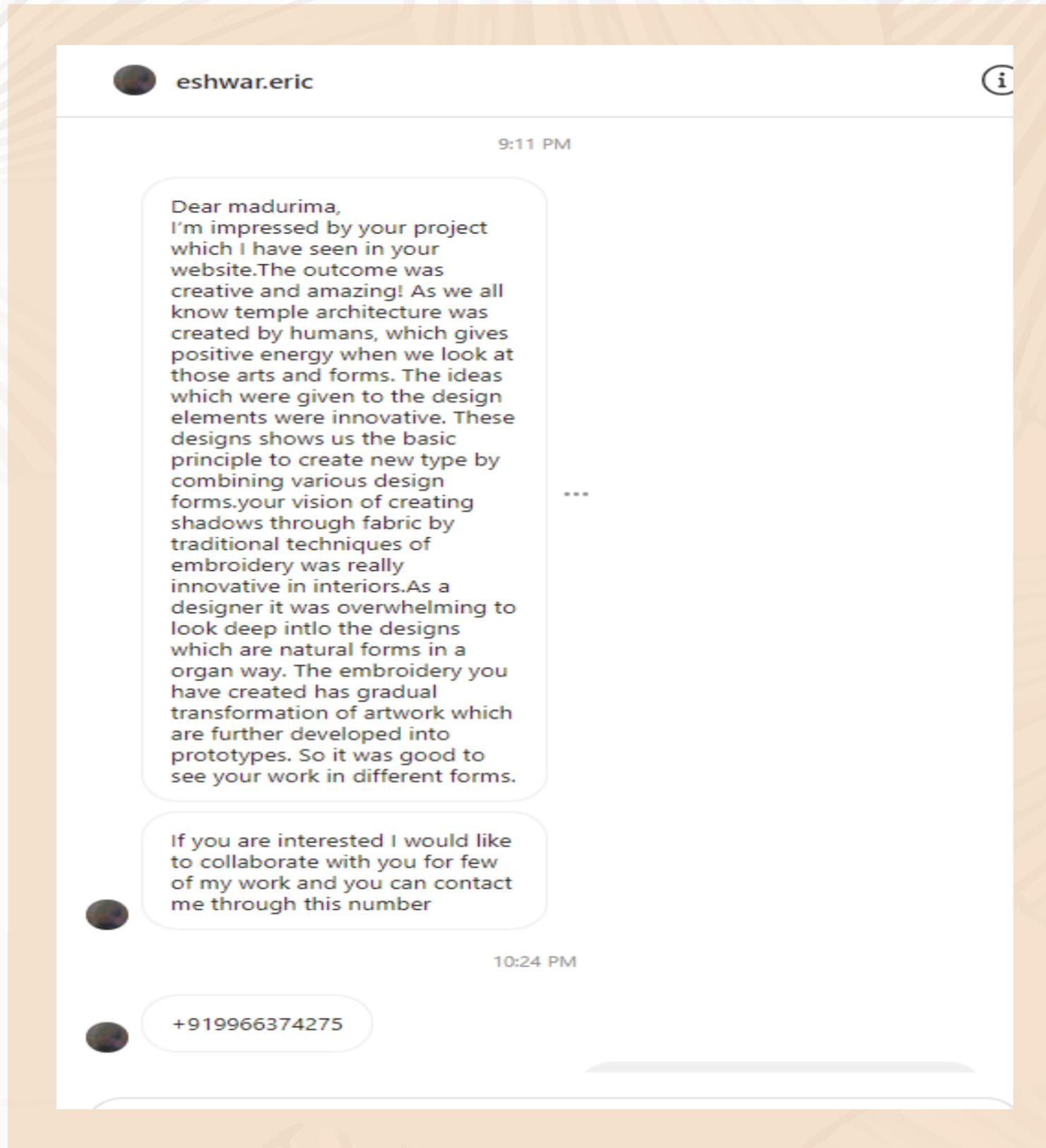


OPPURTUNITY TO COLLABORATE WITH FASHION DESIGNER



INSTAGRAM:<https://www.instagram.com/eshwar.eric/>

Image-36-43
screen shots of eeshwar's work
(Fashion Designer)



This was one of the best moments in my student life before starting my future projects. I got an opportunity work with one of the fashion students from India. He contacted me through instagram and then I had a conversation with him regarding my works and also his works. I'm firstly impressed by his works in his profile. They are really interesting as he always get inspiration from nature and living beings. After having a conversation I got clarity in his dedication of or his works. we even had discussed about how we want to do some future projects as I gave some suggestions from my thoughts. I'm eagerly waiting to collaborate with him. It will really be helpful even to explore more materials where I can use them in interiors.

Image-44
screen shots of eeshwar's text
(Fashion Designer)

INSTAGRAM REVIEWS

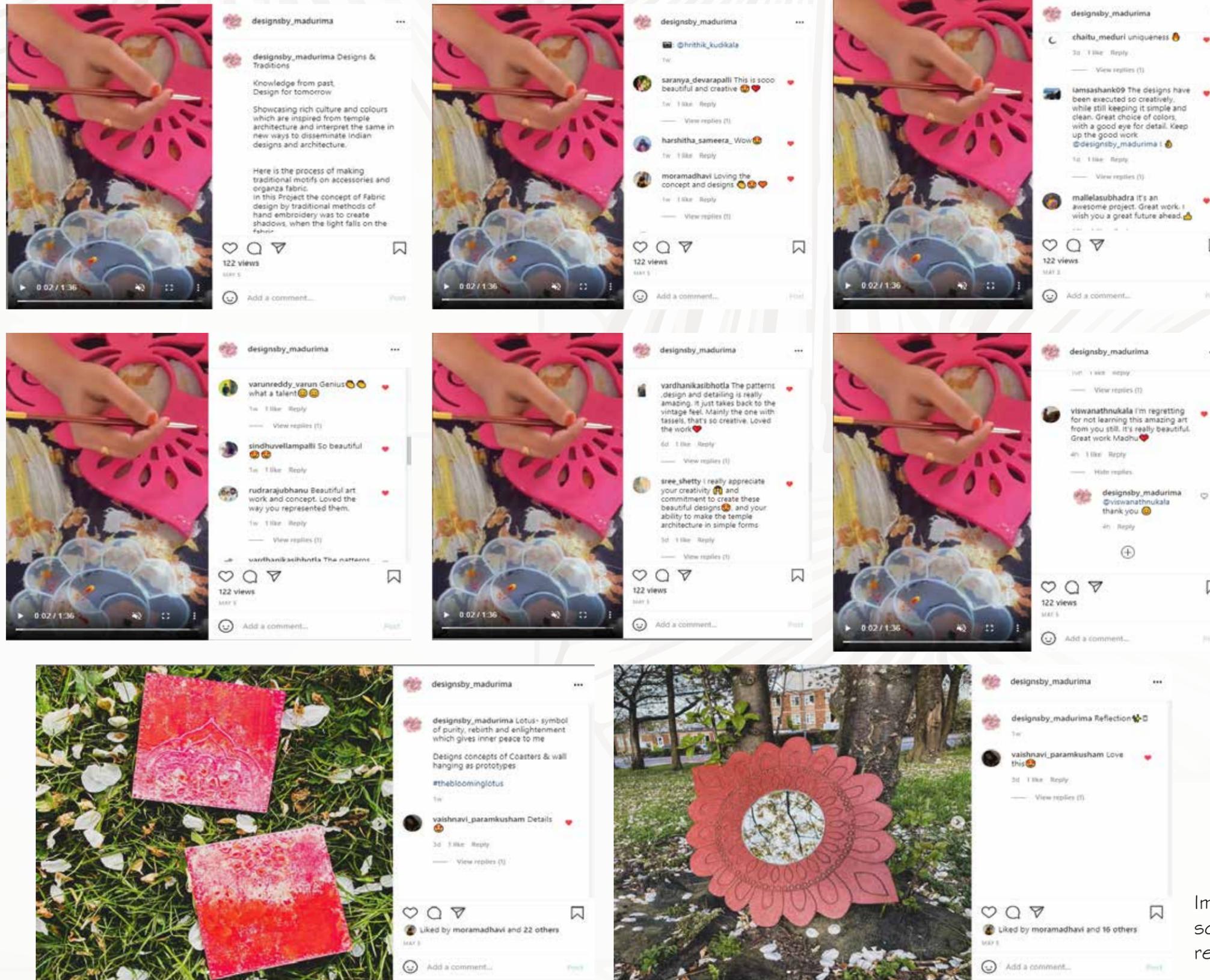


Image-45-52
screen shots of images showing
reviews from public on Instagram

I'm very much happy to share my reviews in my project. These are some of the reviews which i got from public where I have shared one of the videos regarding my development of the prototypes and fabric embroidery. The other 2 posts are about the prototypes and their meanings.

APPRETIATIONS FROM ARCHITECT

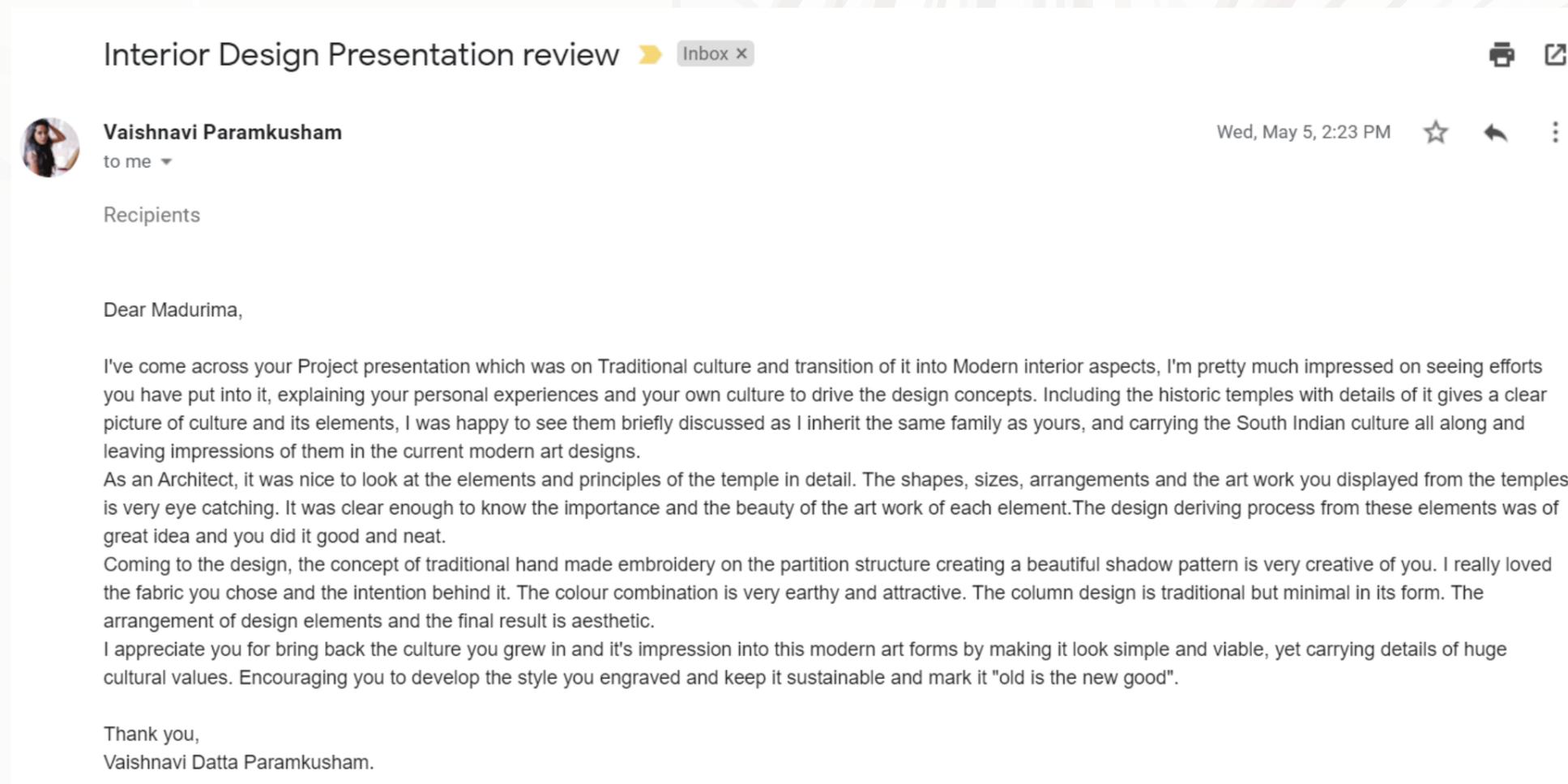


Image-53
screen shots of vaishnavi's text
(Architect)

This was one of the reviews given by the architect student when she got to know about my website. Her reviews made me very much proud and happy as I thought they are very genuine appreciations from a designer.

PROMOTING BUSINESS:

There are many ways to promote your business in order to get participants. To promote online we have to get through social media including many apps like Instagram, Facebook, Twitter, Pinterest, LinkedIn and many more.

Getting a website:

Website offers all the information and also reflects my position and personality which can also measure and improve my success of my own talents and tactics.

Sharing your works:

The works which I want to approach my audience is just the perfect way to promote my project. I have published my works by posting and promoting them on social media through Emails and also by reposting them.

Getting reviews:

It's really very much important to get reviews from public and also comment section was provided.

Responding to reviews:

By responding to the reviews we can say it was a great way to promote my works.

Knowing my brand:

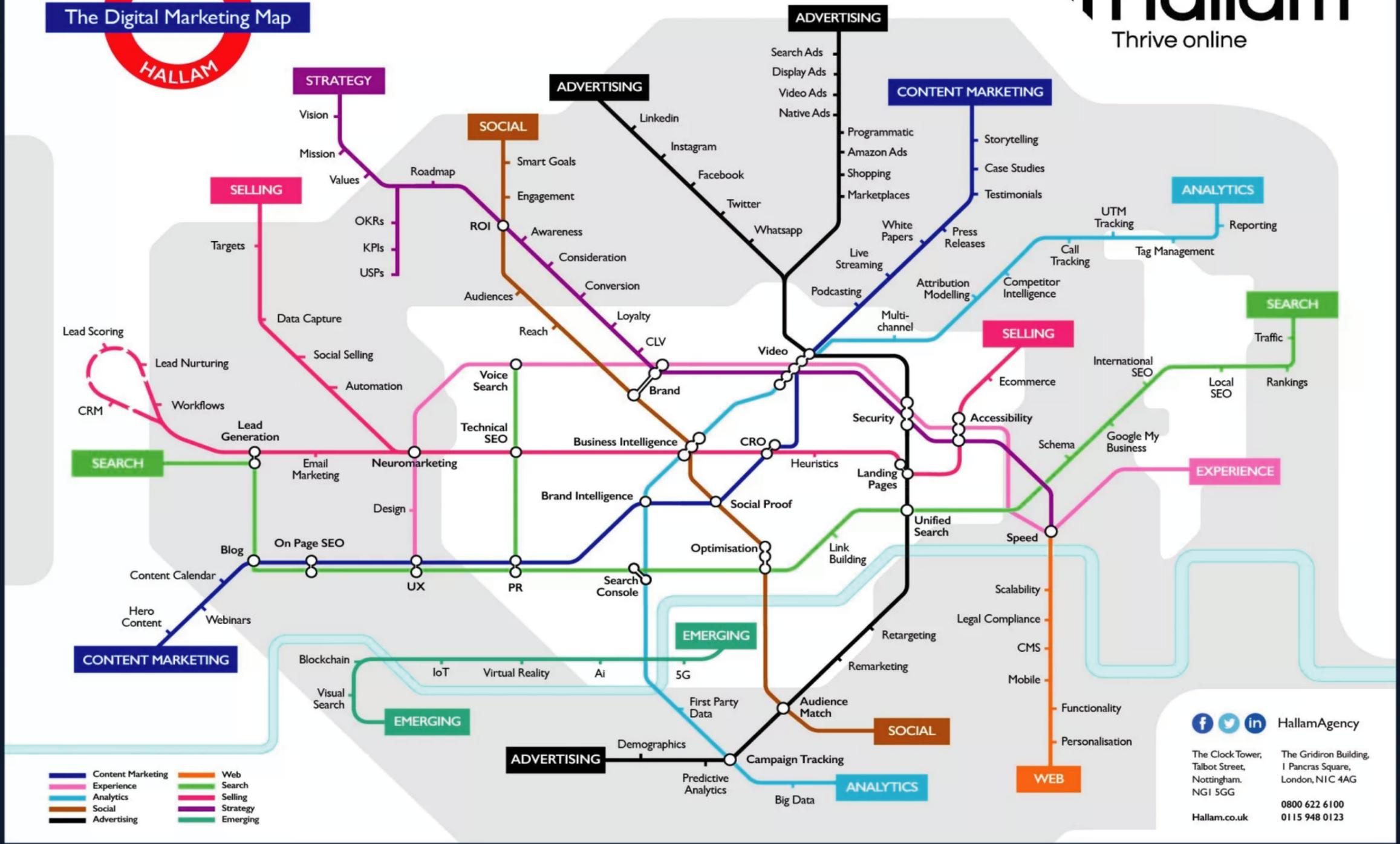
I feel it was my own responsibility to answer about branding which reflects emotions.

These emotions impact the audience to think about my works.

I thought about the branding by just questioning myself that what will I feel when I think about my brand.

Branding is also important to think about my works, participants and other essential requirements for the foundation of my future.








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 Hallam.co.uk
 The Gridiron Building, 1 Pancras Square, London, N1C 4AG
 0800 622 6100
 0115 948 0123

Image-54 best ways to promote-the digital marketing way

BUSINESS CARD



THANK YOU CARD



BANNER

*Styles & Traditions:
Knowledge from past,
design for tomorrow*



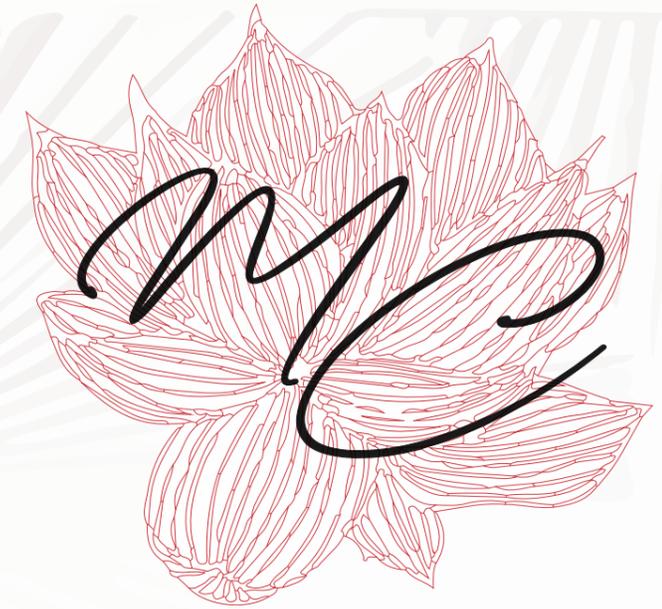
*# Showcasing classical designs
by Madurima*

Image-55
Business card
Image-56
Thank you card
Image-57
Banner

For promoting my works I have created business a business card, banner and a thank you note. Business card many options for promotions which include company logo and contact details which can be shared to others easily. I have also created a banner to exhibit my works. It creates the details of what I'm exhibiting in a public space. In my banner I have included my design works. It c creates the details of what I'm exhibiting in a public space. In my banner I have included my design works and the illustrations of Madhura Meenakshi temple. I have also created a thank you card for the participants where I shared through their Whatsapp.

WEBSITE: <https://www.designmadurima.com/>

INSTAGRAM: https://www.instagram.com/designsby_madurima/



DESIGNS BY | MADURIMA C

Image-58
logo design

BRANDING



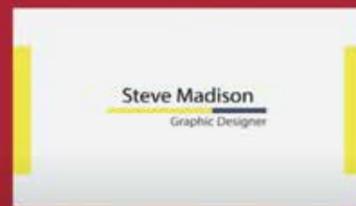
Image-59 bubble diagram showing branding

Logo should be created simple, which gives identity which stands out in Interior design. According to colour psychology and my works I created my logo by using maroon and black as it represents ambition and also confidence. It also resembles strong, and inspiring. It also represents kumkum which is important in Hindu culture.

There are some reasons to use my own name to make my logo design and my brand name "DESIGNS BY MADURIMA". It reflects my identity for my works. For audience it will be easy to approach me if I uses my own identity. I have a way To come along a very long way, with my experience which I have gathered to begin my future. In my logo design I have used regular font which have curves and thickness which gives old style and traditional appearance to the logo. MC are my own initials which are hand written and developed through software. As I want to create my own personality for my logo design. The lotus around the initials will give the complete look to my logo as it resembles purity, enlighten and rebirth in my inner space. Another reason for the lotus design was I have used them in my designs.

BUSINESS CARD WITHOUT NFC

WITHOUT NFC CHIP
BUSINESS CARD



In today's world of technology, paper cards will not connect easily. Customers feel more comfortable as they receive data or information and allows them to share with just a tap. Each of the business cards have a built-in chip (NFC). It also adds all the social media information along with the contact details.

BUSINESS CARD WITH NFC

It will be easy to handle business cards if you have smart phone or computer in your hand. They are flexible and we can add latest information about the contacts. These cards are affordable as we do not need to pay for hundreds of paper cards. We can share our contacts easily through links. In this COVID situations, even in public gatherings, digital cards create germ free as there will be no physical contact.

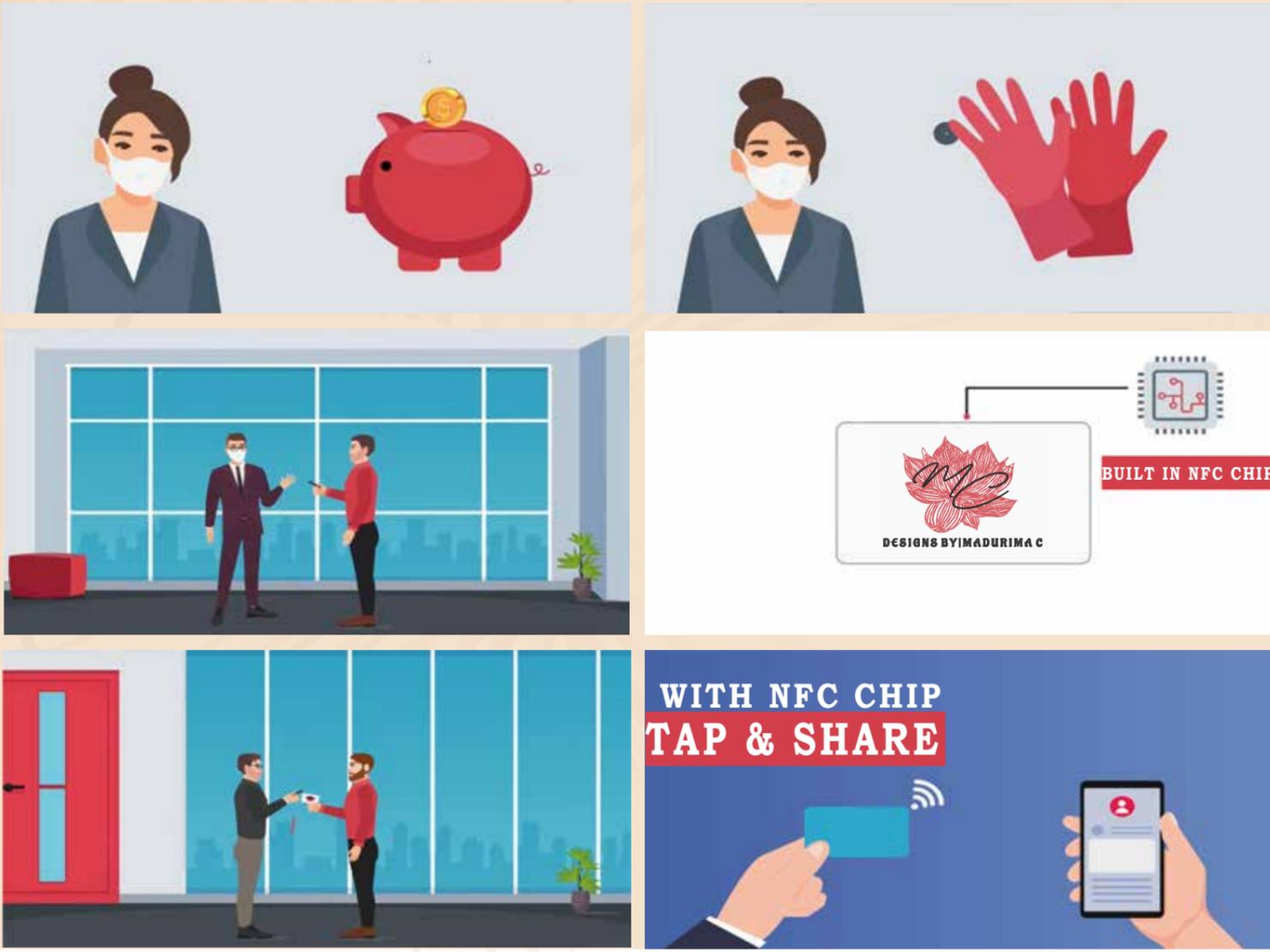


Image-59-65
images depicting business card without NFC
image-66-71
images depicting business card with NFC

REFLECTION

Reaching audience through social media, websites and exhibiting them through this project created ultimate connection between my works and participants. Targeting participants in this generation was based on their interests, location & behaviour. But in design field everything which is creative will be interesting to reach the participants. As designers we can change participants values that can also change the world. I have learnt to promote my works through social media to engage with more people who can participate to look at my works. I got to learn how to visualize the products in social media through this project. Creating video of how I have done the prototypes was the latest trend which I have learnt during the process for promoting.

In the final conclusion to this project is to explore more about branding and promoting my future project and practices. The major solution for this project gave me the connections with participants through the observations. Every participant is different in their own ways to react and review. I feel amazing when they reacted to my views. This project leads to the correct way of finding my next future projects and learning methods of new ways to design through practice. To get people's attentions, designers should attribute with the help of social media as it was growing very fast generation.

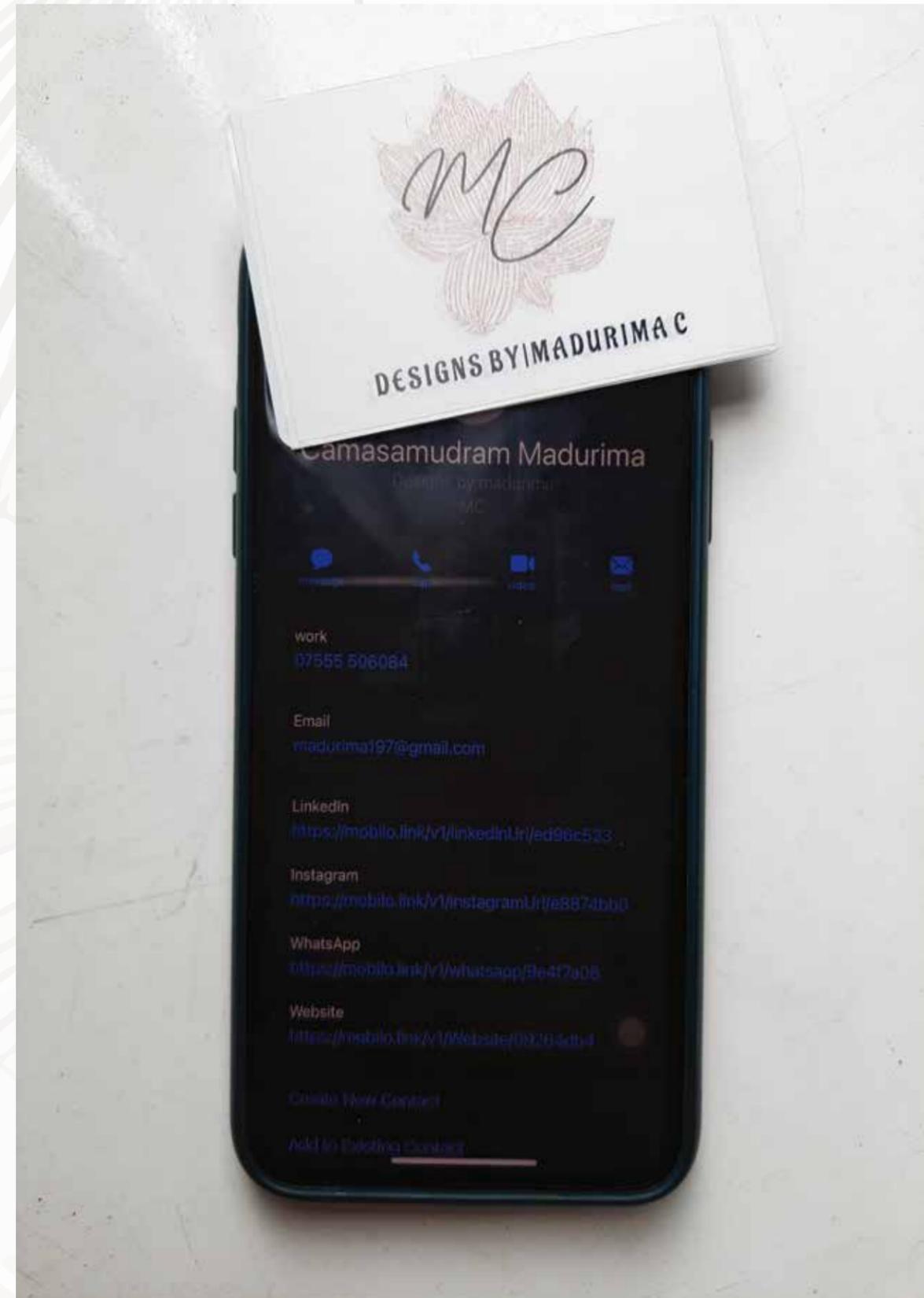


Image 66
NFC card showing
my contacts and website details



CONCLUSION

The formations of designs which I have created are inspired from traditional techniques of hand embroidery and designs which I have created and characterized the designs in new forms. The knowledge which I got by doing this project gave me the new ways to get impact on future projects. By promoting we don't get participants instantly. It will take time to get attention from people. Good things take hustle but great things take time. We can say that fastness will not directly influence how far you will go. As I feel this was my beginning to my future designs and I will let myself pick up. These are the initial stages for my learnings to promote my work. This was not going to end as it was just the beginning to my future. In my upcoming project I am going to collaborate with a fashion designer as I got opportunity Through social media. I further want to utilize this opportunity and create more interesting techniques which can be used in interiors. I am willing to help him in every possible way to explore more about Fashion and interiors. I am very much excited to do such kind of projects in this phase.

My journey from last 2 years has been influencing my works and had developed through many phases and projects. I got more understanding in designing and to connect with audience and grab their attention towards my projects designing and executing them in interiors from last few years. In this semester, I got to know to connect with audience and grab their attention towards my projects. Promoting and executing my works through these phases have improved my skills and made me understand the importance of this kind of implementations. Working on the fabric improved my discipline in interior design and helped me to improve my thought process in designing interiors. As a interior designer I feel extremely proud for creating my own promotions by creating logo, website and many more.

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INSTAGRAM ACCOUNT: https://www.instagram.com/designsby_madurima/

EEWAR'S instagram: <https://www.instagram.com/eshwar.eric/>

Mobilo card with NFC card, <https://mobilocard.com/eur/>

My website: <https://www.designmadurima.com/>

PORTFOLIO 2021

Published on Apr 28, 2021 My portfolio: https://issuu.com/camsamudrammadurima449/docs/portfolio_

image reference showing window detail of chettinad interiors
<https://www.quirkywanderer.com/wp-content/uploads/2017/10/window-of-chettinad-mansion.jpg>

The background features a light gray grid pattern overlaid on a white background. In the corners and between the grid lines, there are stylized, hand-drawn leaf or fan-like patterns in a light gray color. The text "# Thank you" is written in a red, cursive font, centered horizontally and slightly above the vertical center.

Thank you