



## Culture Curtain

### How can we break stereotypes and presumptions around Indian culture?

My brief is derived from the stereotypes and presumptions made towards cultures due to the media and the idea around westernisation. I want to expose these stereotypes and educate people to break down and reveal the truth behind these presumptions. The metaphor of this curtain represents how people see one thing but its not been revealed to them as to what is the truth.

I will propose an exhibition design that will celebrate Indian culture more specifically Gujarati, which can then later be used to celebrate other cultures within Sheffield.

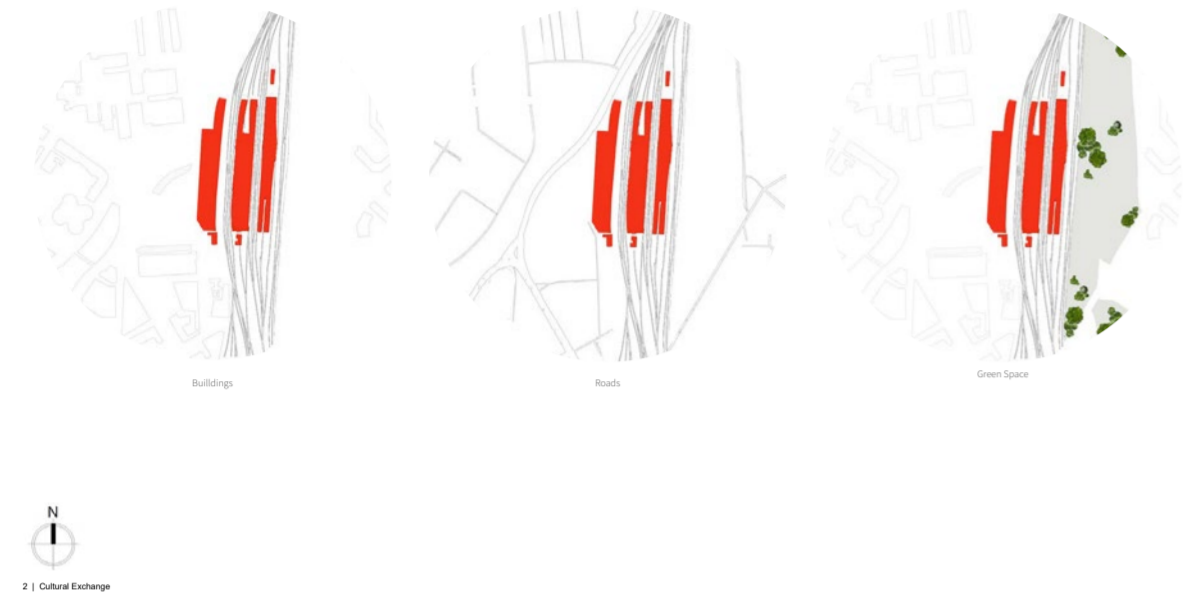




# Site - a place of connection

## Analysis - Site Map

For this site analysis page, I have highlighted the surrounding buildings, major roads and green space around the train station.

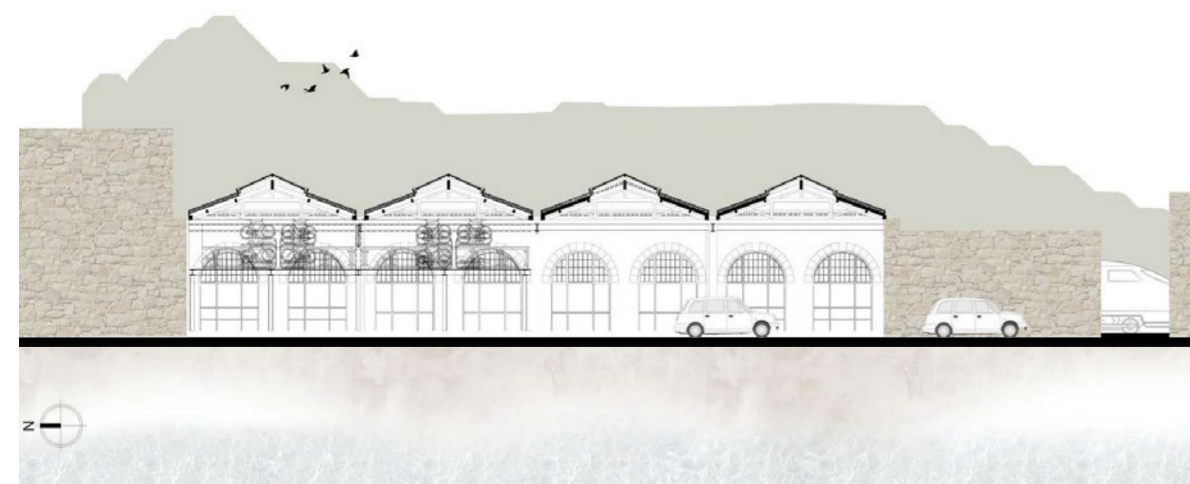


## Analysis

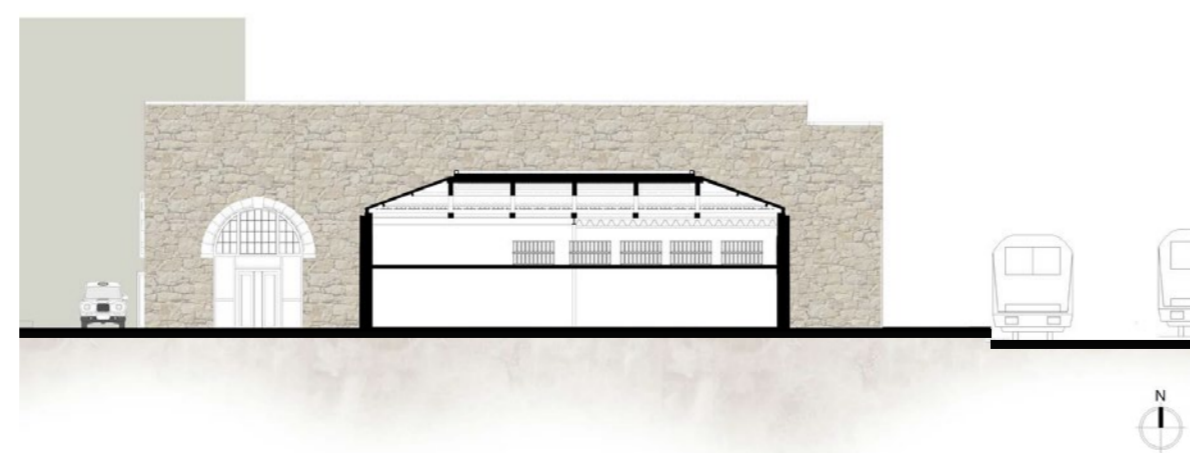
For this site analysis page I wanted to look at the wider context of analysis.



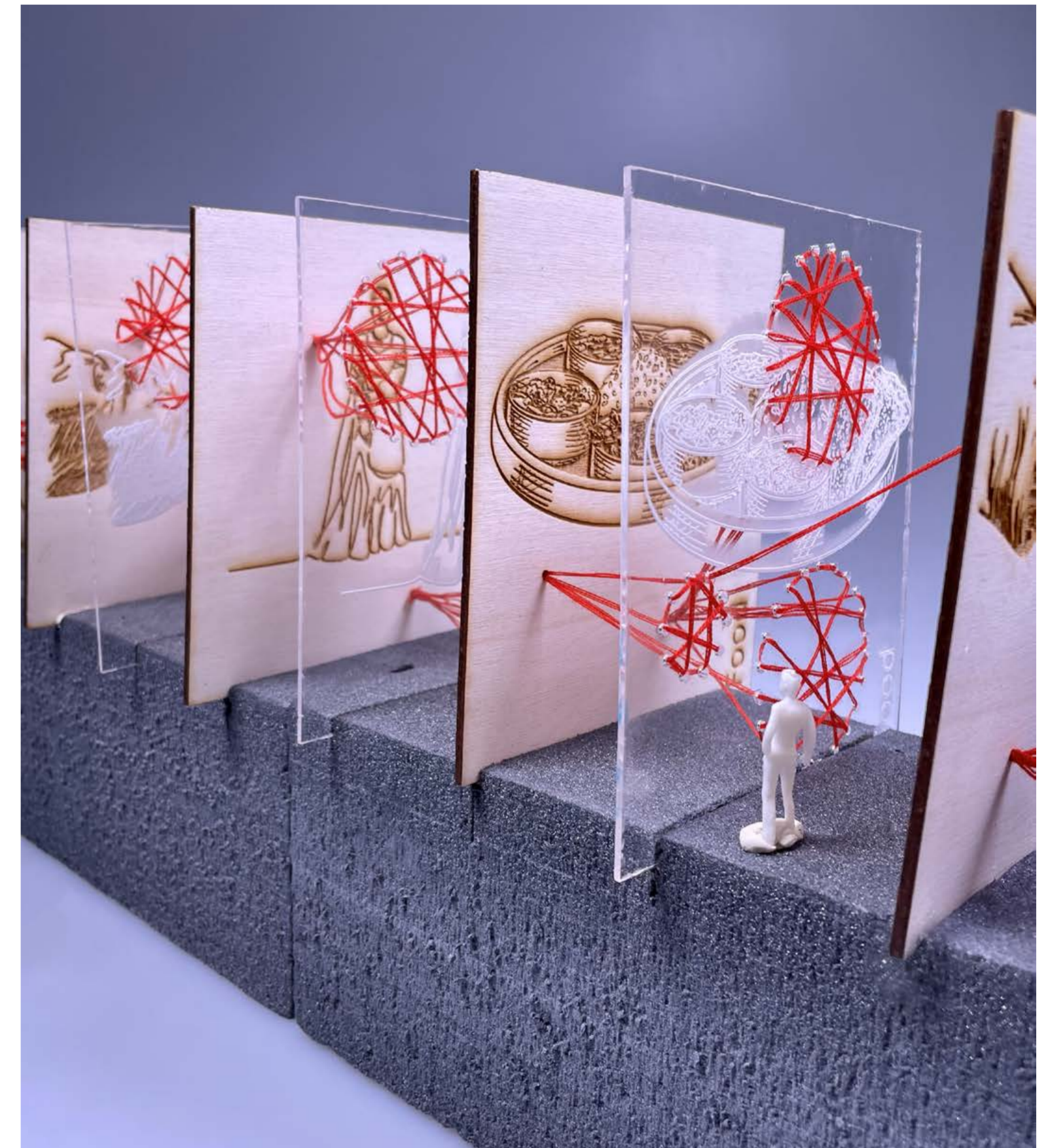
## Existing Section - Scale 1:50 @ A2



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# Concept - threading

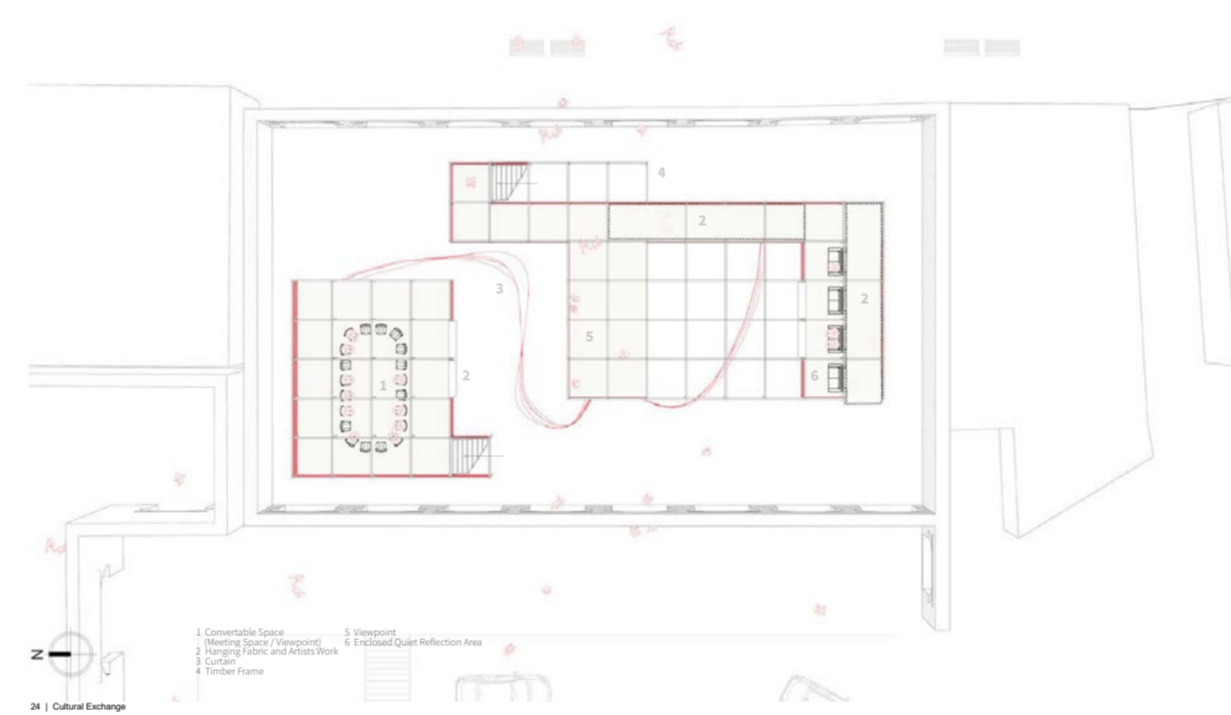
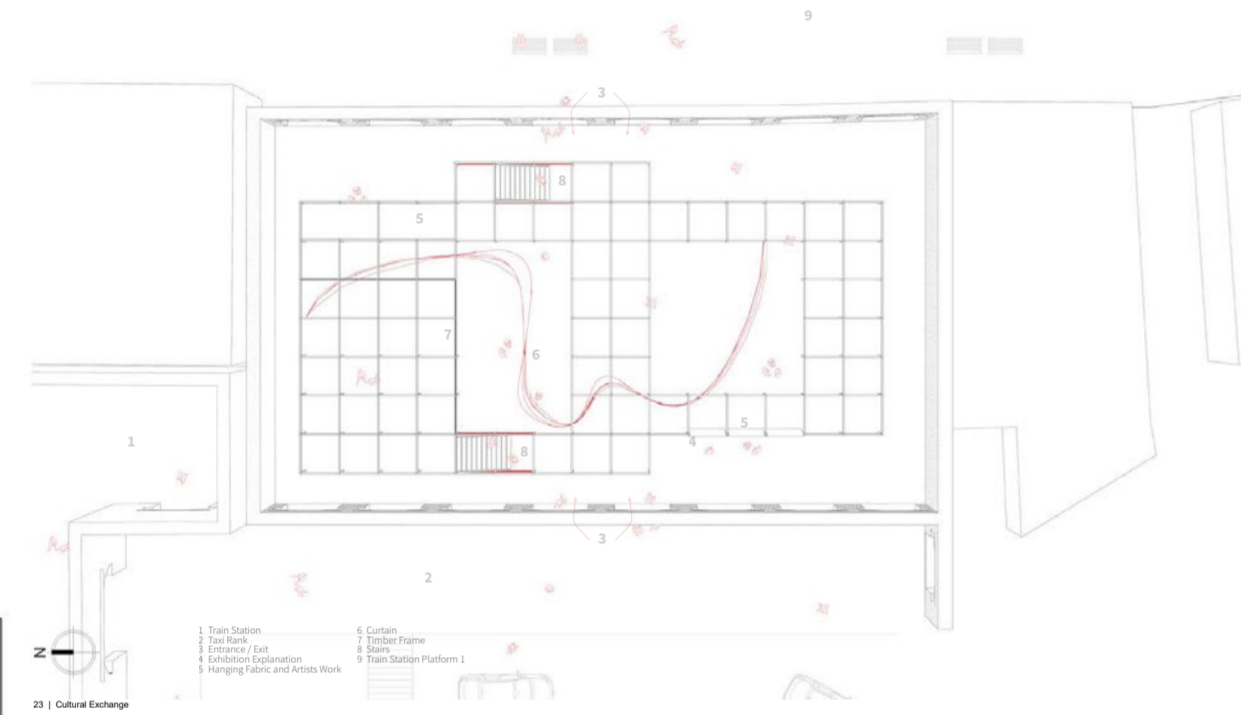
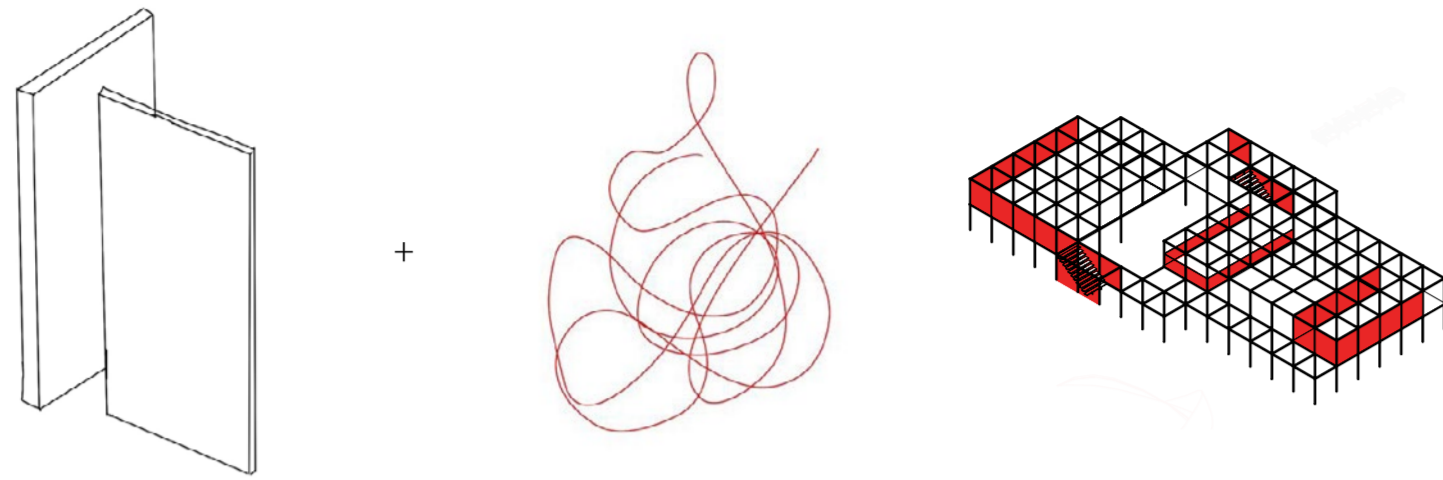


The curtain in this instance is represented by the term density and the idea of using thread to create different densities. Curtains are used to block out light and various curtains let in different amount of light, so I used this idea when describing stereotypes. The amount of light is represented by density and the light itself is the stereotype.

This model reveals 5 stereotypes each covered in red thread. This concept shows that there is more to it behind a stereotype but people choose to see the prominent thing in front of them. Hence why the first thing you look at is the red thread rather than what it is covering up.



# Design - stitching



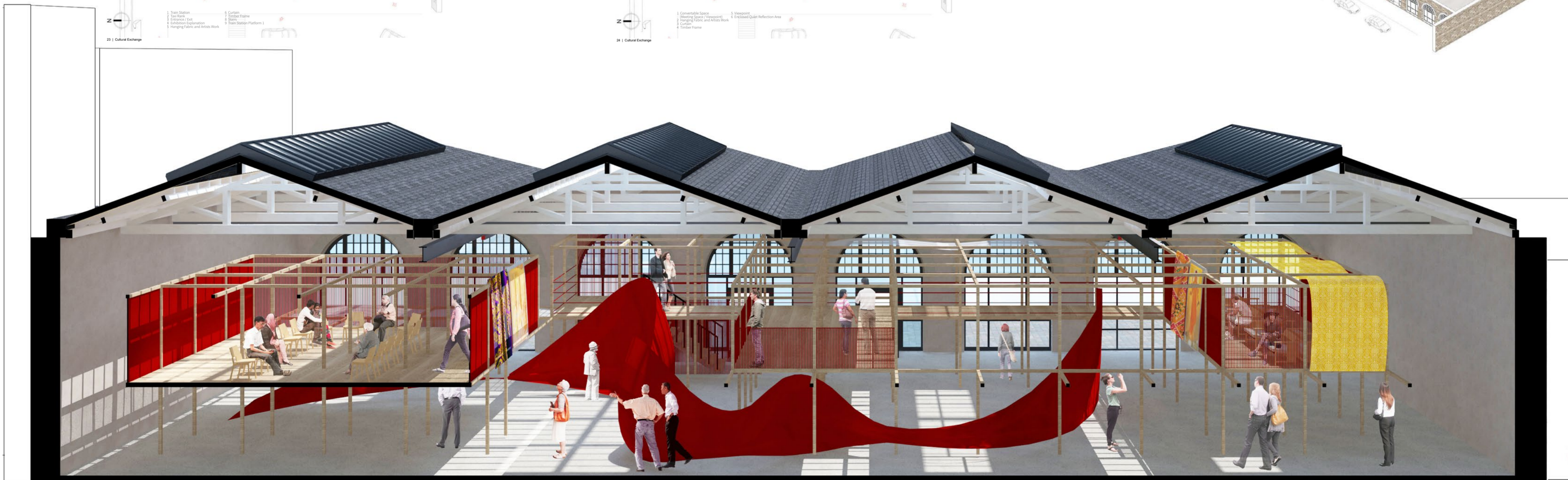
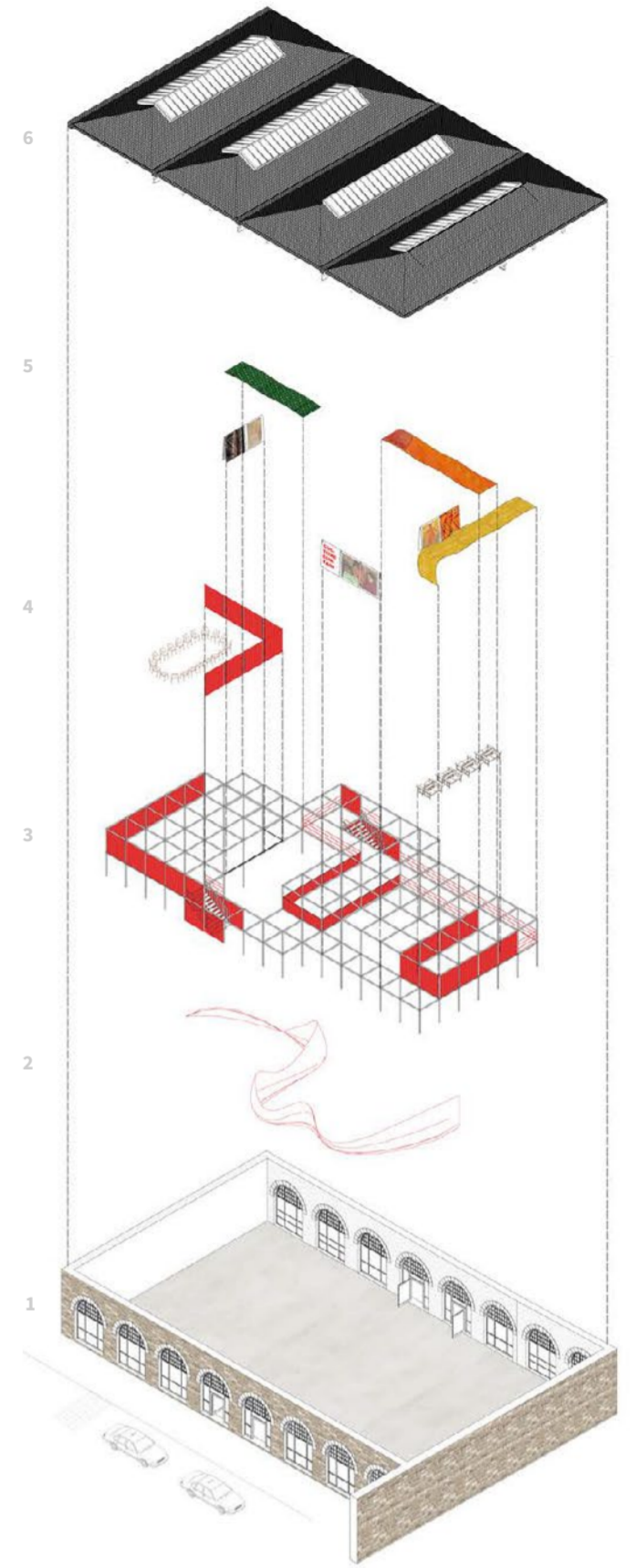
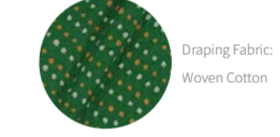
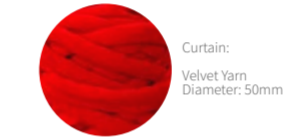
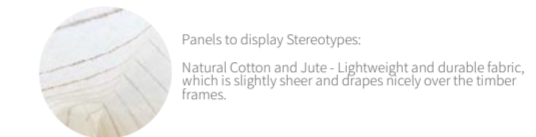
## Exploded Isometric | Scale 1.200 @ A2

This exploding isometric diagram shows my proposal broken down into key feature designs.

It also demonstrates the materiality within my proposal. For this diagram I wanted to show that I have kept the existing exterior and interior materials of the building. I chose to do this because it plays on the word stereotype once again. The idea of contrast, in which the materials on the exterior do not hint as to what is inside.

There's also this juxtaposition of old and new, which I would like to correlate to the idea of westernisation but in a contrasting way. In this instance the old is hiding the new, but through westernisation, the new can hide the old through the idea of culture and rituals.

- 1 Existing Building Shell
- 2 Curtain
- 3 Timber Frame with String Dividers
- 4 Convertible Space (Meeting Space / Viewpoint)
- 5 Hanging Fabric and Artists Paintings
- 6 Roof





# Experience - *unveiling*



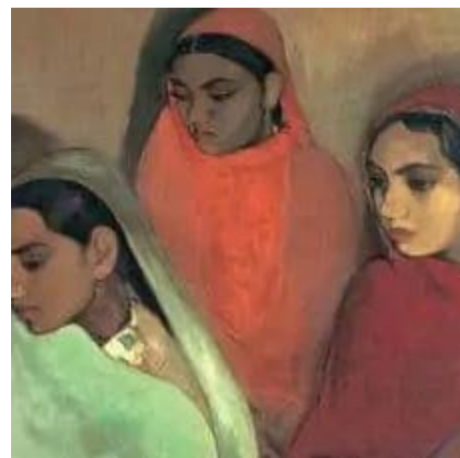
## Stereotypes | Design

Teaching about the misunderstanding around stereotypes can be hard since there are so many different principles and origins within religion and culture.

Therefore, within my exhibition I wanted to focus on artwork and materials that would create a conversation about stereotypes within one another's culture. Information boards can be boring and can lead to one sided teaching about a certain aspect of one's culture. Framing conversational pieces and creating spaces for this can be a way in which people can learn about one another's culture and the truth and origins behind it.

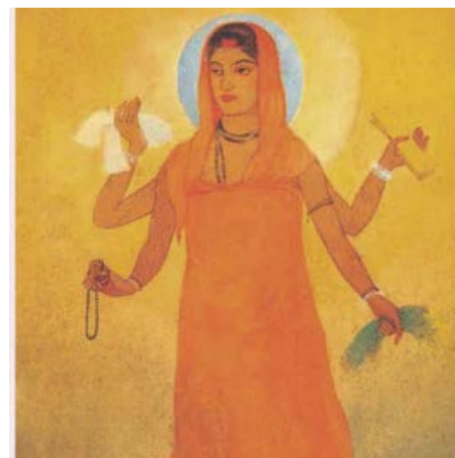
The artist I have chosen to display are Indian artist who are heavily influenced by the history and culture of India but also go against the stereotypical art that was taught at the time. They all moved away from the western influences of art and focused on traditional Indian art.

The materials I have chosen are made in India and each have their own time of the year when the fabric is worn for special occasions or celebrations. These are the fabrics that were made early on in Indian culture.



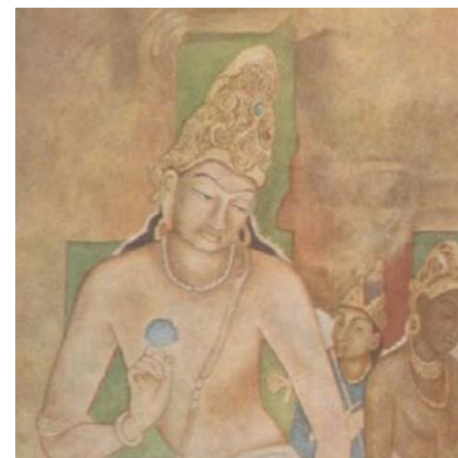
**Three Girls | 1935**  
**Amrita Sher-Gil**

In her early years of her artwork, she was significantly influenced by European art styles but as she grew older, she returned to classical Indian art. Her artistic mission was to "express the life of Indian people". Sher-Gil broke the stereotypes around artwork by bringing a modern avant-garde style to her Indian art style.



**Bharat Mata | 1905**  
**Abanindranath Tagore**

Tagore rejected the "materialistic" art of the west and focused on Indian traditional art styles. Tagore broke the stereotypes surrounding art by modernising the traditional Indian art forms to counter the influence of the west, which was being taught under the rule of the British.



**Padmapani, Ajanta Caves | 1909**  
**Nandalal Bose**

Bose was a pioneer of modern Indian art and a key figure of contextual modernism. His work was highly inspired by the 5th century murals in Ajanta Caves. Bose broke the stereotypes surrounding art by moving the Indian art scene away from western influences and focusing on the culture and heritage of India.



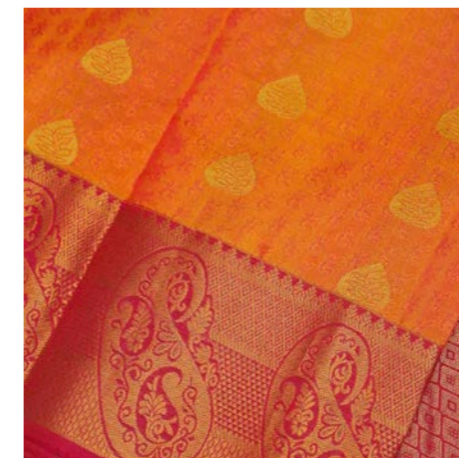
**Patola**

Gujarati handcraft culture. Patola means "queen of silks". It's a traditional silk weaving art, which was patronised in the 12th century. Patola silk sarees are woven in geometrical patterns and dyed in bright colours, with dazzling borders. Patola became a cultural symbol of Gujarat and are to be worn on festive occasions.



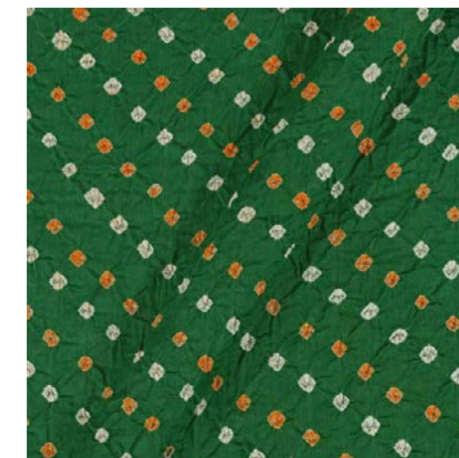
**Bandhani**

This fabric is seen during the festivals, holi and navatri. These fabrics are handcrafted and weaved by textile weavers on Gujarat. The ethnic fashion is Bandhani handwork, an age-old tie dye technique. This fabric allows the craftsmen to create a poetry of emotions through eloquent designs.



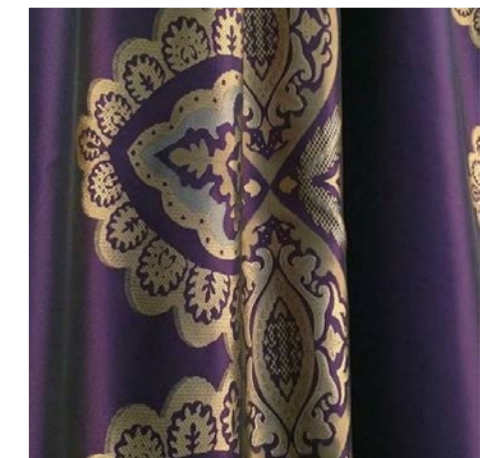
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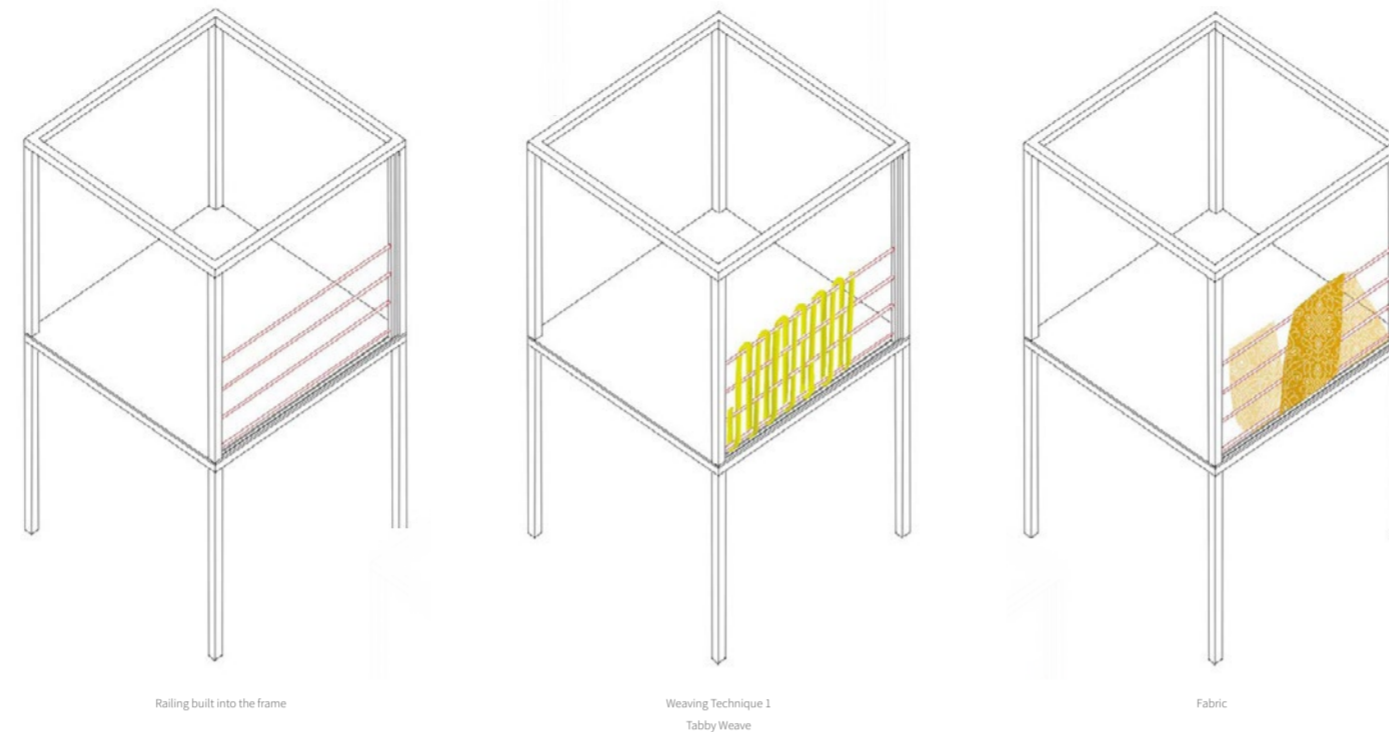


# Tectonics - weaving

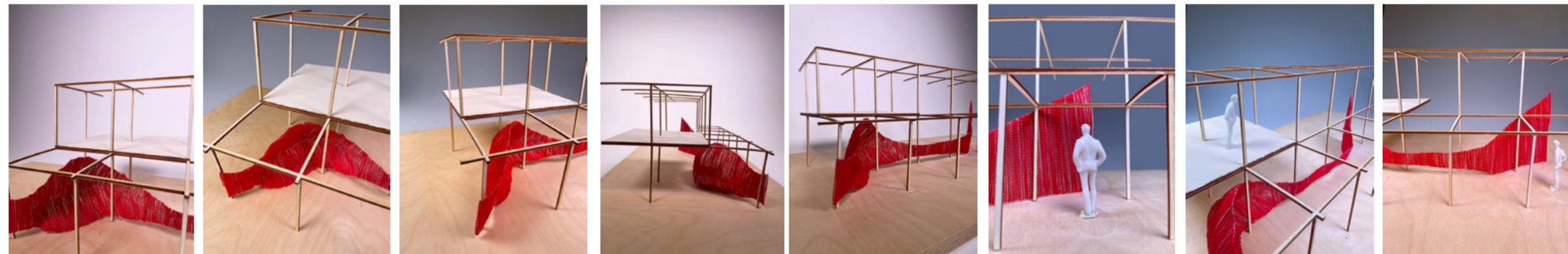
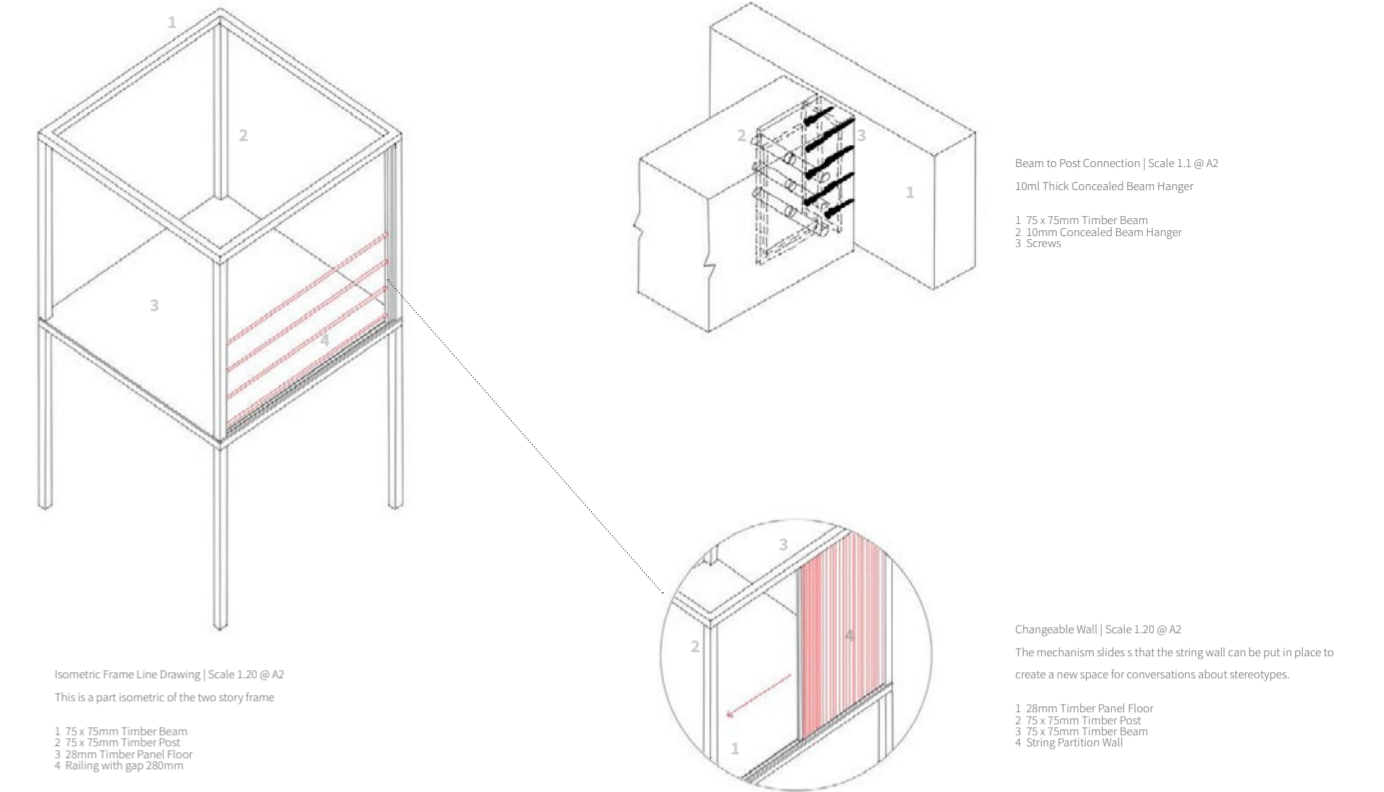


## Railings | Weaving Designs

The idea of stereotypes is the main concept for this project. The frame and the curtain were designed so that this permanent structure can be adapted with materials, texture and artwork. The idea is to create conversation. These weaving techniques below are traditional Indian weaving techniques. I have done this to show how you can adapt the frame or railings with this technique, so that it can be different for each culture that is showcased in this exhibition. I want to show the adaptability of this frame and one of the ways it can be made unique for each culture.



## Tectonics | Frame and Railings

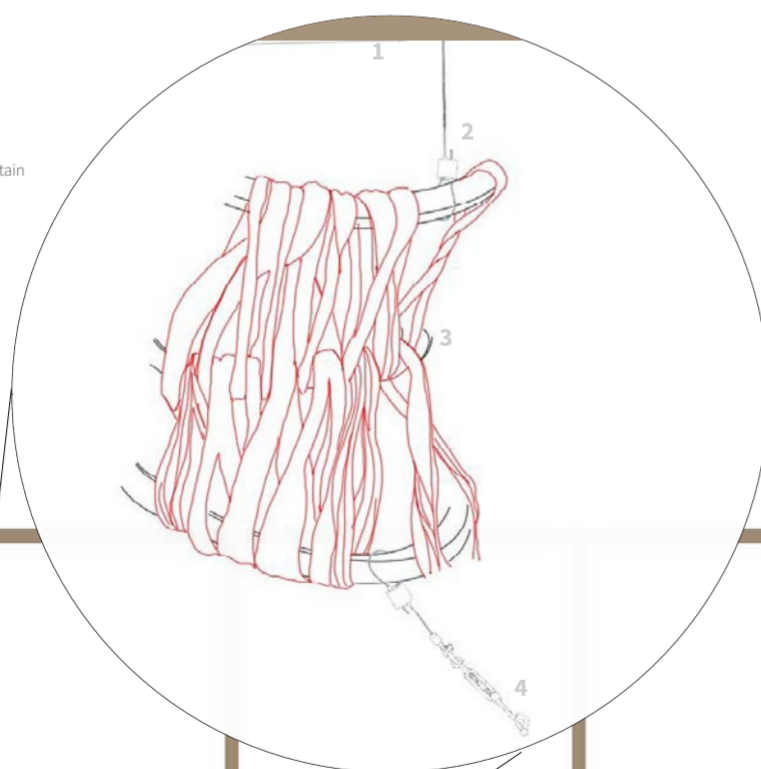


## Tectonics | Curtain

This page shows the tectonics of the curtain that runs throughout the design in relation to the frame.

----- Hanging wire  
\* not to scale

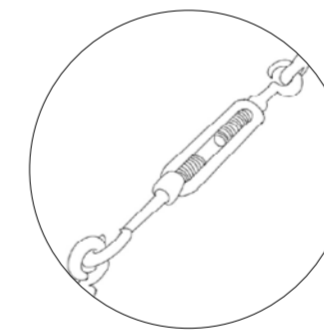
- 1 Timber beam
- 2 Adjustable hanging wire attached to timber beam
- 3 Curtain
- 4 Turnbuckle attached to the floor creating tension to the curtain



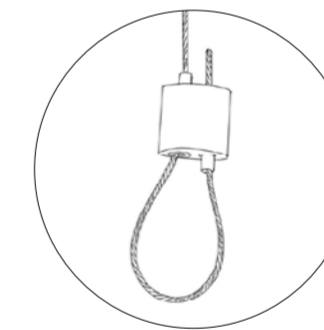
Wire and Thread Construction \*  
Three 3mm wires will run horizontal and the yarn will be weaved between the metal wire.



Curtain Thread \*  
Velvet Yarn  
Diameter: 50mm



Turnbuckle \*  
This will hold down the corners of the curtain to floor in some places that are need.  
Type: Hook/Hook turnbuckle



Adjustable Hanging Wire \*  
This will attach to the Timber framing and suspend the curtain.



Hanging Wire \*  
Diameter: 6mm

