

# KALA ASTRA

कलास्त्र

Kala : Art  
Astra : Spritual Skill

अपनापन BELONGINGNESS  
कहानी TALE  
प्रतिनिधित्व REPRESENTATION

## NARRATIVE

After researching and understanding the ethnic demographics of Manchester, it is observed that the city has invited a huge number of international audiences in the past decade. However, during this process of turning into a global city, Manchester showcases gaps in distribution of spaces for the Middle East and South Asian group of people.

Kala Astra is an interactive gallery that narrates the ethnic background of Manchester's Cotton history. It uses traditional methods and activities to connect with the ethnic Middle Eastern and South Asian people of Manchester and make them feel belonged and represented. The location of Kala Astra emphasizes this marginalization of ethnic culture and ignorance towards their contribution to the history of Cotton in Ancoats, Manchester.

Kala Astra aims to signify the ethnic patterns and motifs and give justice to the ethnic culture by letting protagonists and visitors actually indulge with it by participating in workshop activities, food and music. The concept is proposed to welcome and celebrate the diversity of Manchester and restore cultural equity.



110 Oldham Rd, Ancoats,  
Manchester M4 6AG



## THE NARRATION STRATEGY

The visual showcases the narration strategy through the Jharaka windows. Information and story about the ethnic background and origin of cotton is displayed on the windows that are traditional to the culture and act as a screen for narration purpose. The void creates a verticle drama within the space. The windows are suspended on the open beams and continue through the void space. This results in a captivating experience created by the Frame Show.



CONCEPT STRATEGY

# प्रतिनिधित्व

**REPRESENTATION**  
 Textile Design Compartments showcasing different types ethnic cotton prints. The skeletal frame structure look replicates a symmetrical Indo-Islamic architecture style with Jharoka balcony structures inspired from the chajja canopies in Jaipur. The colour is selected and toned according to the aesthetic that connects both the ethnic culture and Ancoot's warm nature. The flooring has a combination of golden Calacatta that is sintered instead of using real marbel and arabesque patterned tiles. It is accompanied by textured wall panelling.

# अपनापन

**BELONGINGNESS**  
 Motif and Shadow Play let the protagonists interact with the gallery and patterns by utilising natural light and the shadows created by it. The patterns can be traced and embroidered in the embroidery workshop area. It also showcases textile prints on a black iron mesh stand. The motif carvings are on curtain fabric. The space is accompanied by one of the Frame Show's side.

# कहानी

**TALE**  
 The Story Maze helps the protagonists narrate their own story and feel and experience other's story. The objective of this activity is to help people share their experience and learn about the community and stories of other protagonists.

This is achieved by entering a maze like pathway that displays the stories of people on pads attached to black iron mesh stands. The pathway works alongside the flow of the space and guides the protagonists to the next zone. It is optional to share one's story/ experience. The activity is to be placed in such a way that it can be skipped if needed. Although, sharing and learning is promoted for increasing familiarity within the community.



MOTIF AND SHADOW PLAY



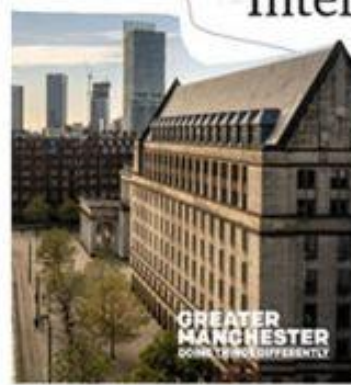
STORY MAZE





# What's Current?

## Greater Manchester International Strategy 2022-25



"A 3-year internationalisation strategy outlining a long-term ambition to become a Top global City-region"

- INVEST
- VISIT
- STUDY



"Greater Manchester has been shaped by generations of residents from all parts of the globe. We are a city-region built on a fusion of cultures, talent and creativity."

### AMBITIONS

#### RECOGNISE BENEFITS OF INTERNATIONALISATION

Highlight Greater Manchester's areas of global competitiveness, identifying clear areas where Greater Manchester can play a transformational role

Thus it is important to reflect on what the city needs and its aims. The project should be able to include and contribute to the current issues by being a creative solution. Therefore, an important point to the part of it is the international approach of key projects.

"The Manchester brand is recognised globally thanks to our world-famous football clubs, our iconic music scene and international institutions such as the Manchester International Festival!"

### The Change

Climate change requires us to look after our planet better and rethink how we do things.

The pandemic has had a severe impact on key sectors whilst shaking up supply chains.

Brexit has changed our relationship with one of our largest markets

### The opportunity

These uncertain times present the city with an opportunity to reflect on our experience and performance in recent years and look to identify new opportunities.

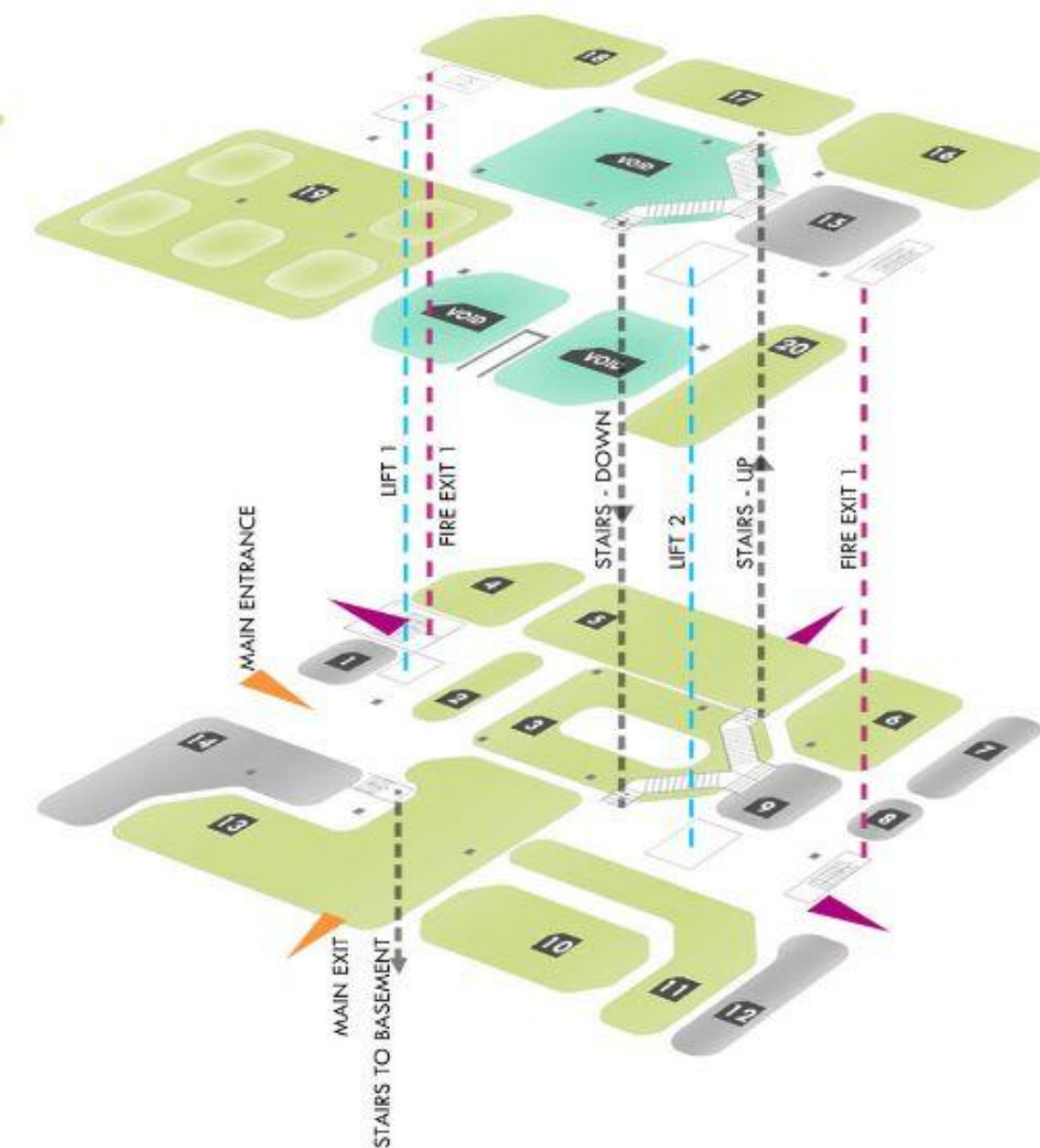
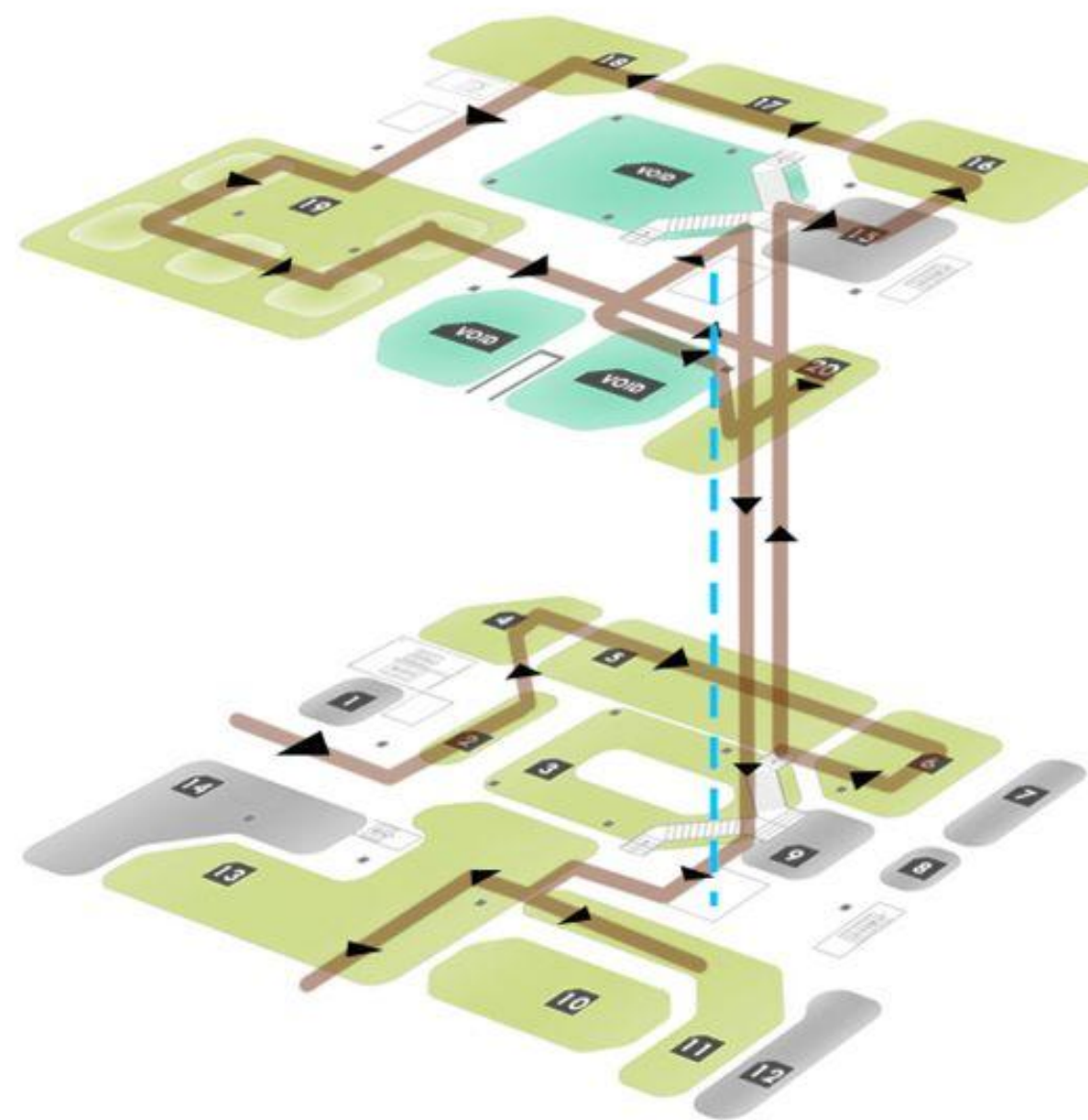
Address the most immediate international challenges facing our city-region following the pandemic

### Attract Global Audience

Position Greater Manchester at the heart of the UK's global competitiveness and forefront of innovation with world-leading strengths in Digital/Cyber, Health Innovation, Advanced Materials and Manufacturing, and Clean Growth Technology.

### Reflection

## FLOW AND CONNECTIVITY



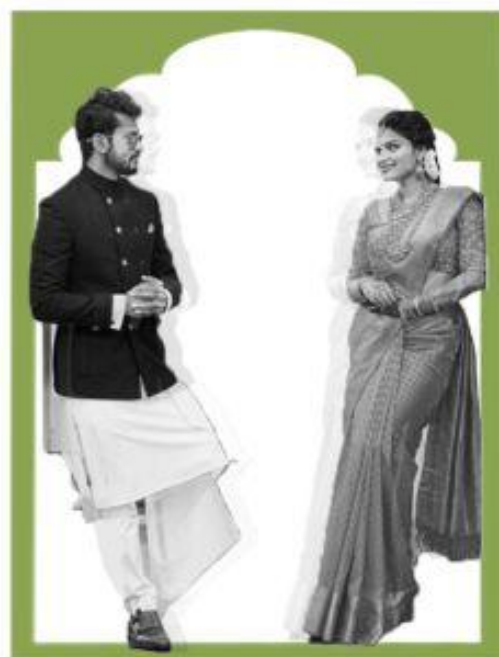
White: 66.7%	<ul style="list-style-type: none"> <li>109.2% White British, 2.0% White Irish, 0.1% Irish Traveller or Gypsy, 4.0% other white</li> </ul>
Asian: 20%	<ul style="list-style-type: none"> <li>18.5% Pakistani, 2.2% Chinese, 2.2% Indian, 1.3% Bangladeshi, 2.2% other Asian, 1.9% Arab</li> </ul>
Black: 8.6%	<ul style="list-style-type: none"> <li>12.1% African, 1.0% other Black</li> </ul>
Other: 5.9%	<ul style="list-style-type: none"> <li>11.2% other ethnicity, 1.8% White and Black Caribbean, 0.9% White and Black African, 1.0% White and Asian, 1.0% other ethnic race</li> </ul>

## THE PROTAGONIST CONNECTION



Gunjan Fatima, 61

Gunjan moved to Manchester to support her son who is currently employed in the city. She is and used to sing and apply henna to young girls at their wedding. However, she now has a lot of idle time. Kala Astra wishes for her to be able to utilise her lost skills again.



Mr and Mrs Nair 28

The Nairs live in Ancoats and both have to go to office on weekdays. Due to having a fast paced and hustling life, they crave for their native comfort food occasionally. Kala Astra plays the role of providing them with authentic Indian food that they can cherish and relieve their homesickness.



Darren Wang, 28

Darren is touring around Manchester and ticking off sightseeing locations on his list. Kala Astra is one such destination for him that indulges him in the ethnic and cultural roots of Manchester.



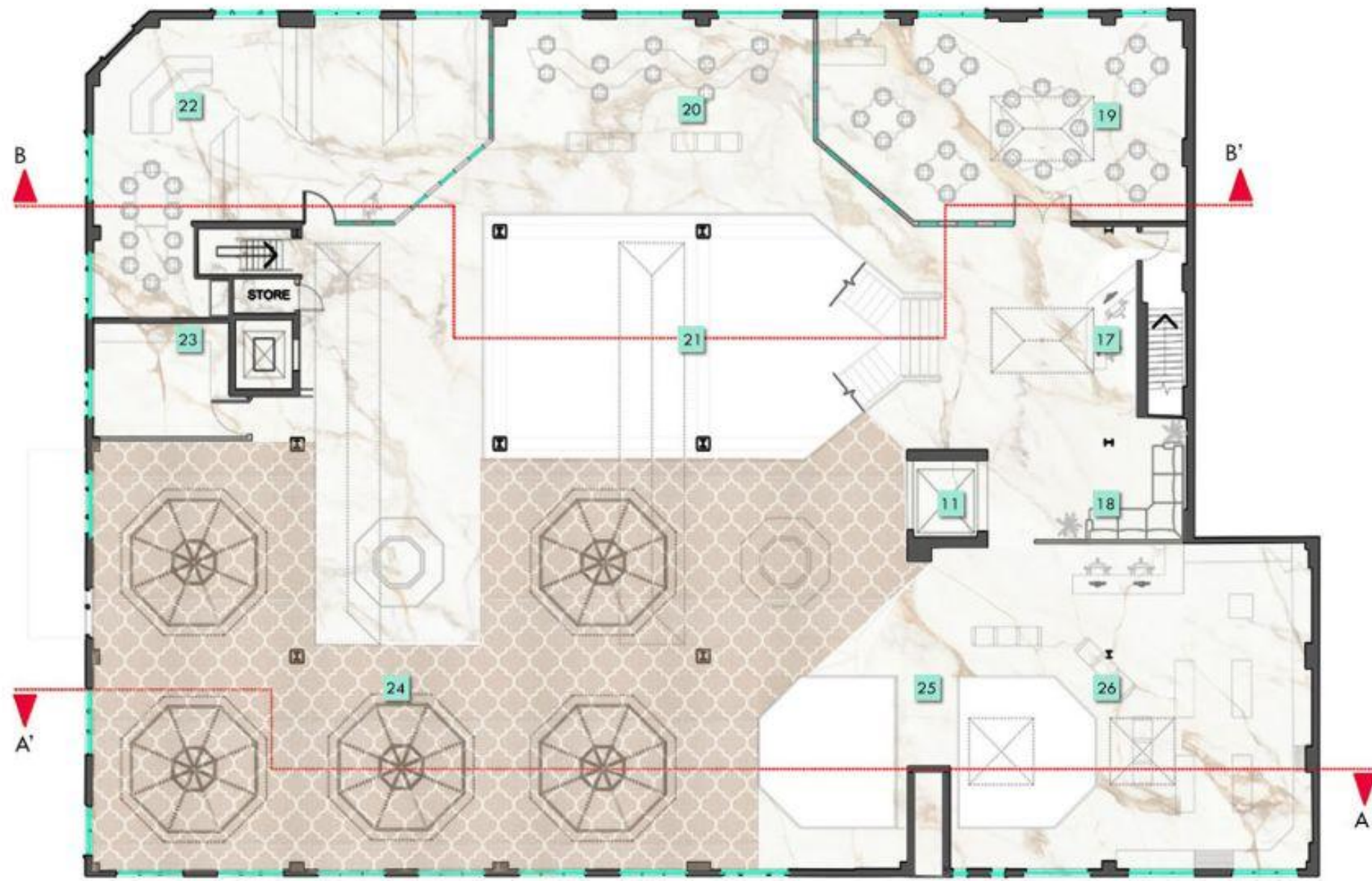
Marion Jones, 20

Marion is a Fashion and Textiles student who is interested in learning about handskills and studying inclusion of different types of patterns. Kala Astra is a great destination for her as it helps her in indulging with a culturally rich environment, indulging with cotton and ethnic motifs. It also gives her an opportunity to learn new skills that can help her career.

FLOW KEY	ZONE	FASHION AND TEXTILE STUDENTS	ETHNIC COMMUNITY	TOURISTS	FOCUS LEVEL
3.	Frame Show	High	High	High	Super
4.	Textile Print Display	High	High	High	Super
5.	Motif and Jaali Play	High	High	High	Super
6.	Tell your Tale (Kahani)	High	High	High	Super
16.	Embroidery Workshop	High	Offered	High	Mild
17.	Henna Tattoo	High	Offered	High	Mild
18.	Library	High	High	High	Regular
19.	Textile compartments	High	High	High	Regular
20.	Shop	High	High	High	Regular
10.	Live Musical	High	High	High	Flow
13.	Thali- Dhaba Restaurant	High	High	High	Flow

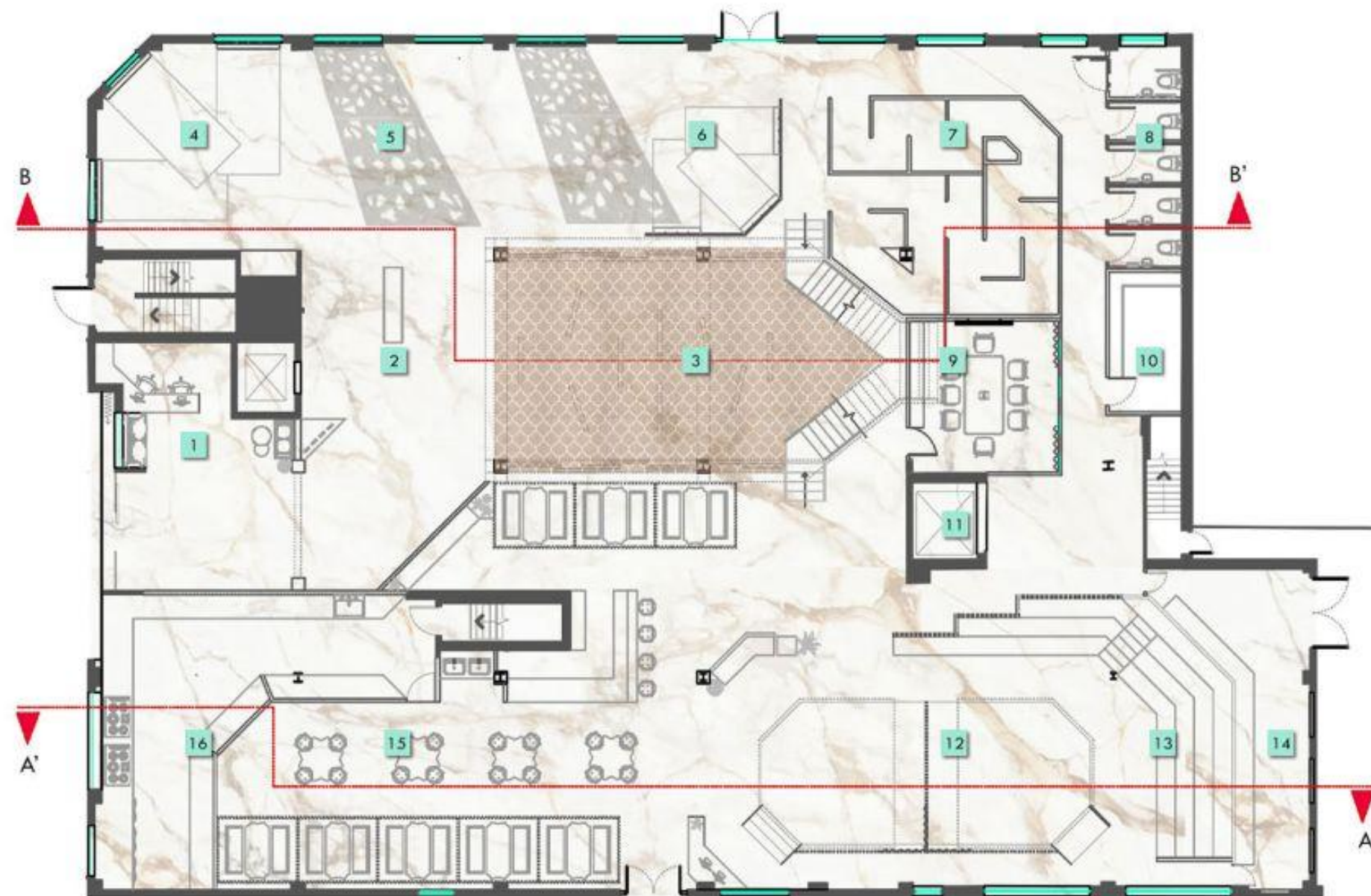


# THE PROPOSED DESIGN



## FIRST FLOOR

(Not to scale)



## GROUND FLOOR

(Not to scale)

1. RECEPTION
2. LOCKERS
3. FRAME SHOW
4. TEXTILE PRINT DISPLAY
5. MOTIF AND SHADOW PLAY
6. TEXTILE PRINT DISPLAY
7. TELL YOUR TALE - MAZE
8. WASHROOMS
9. MANAGEMENT ROOM
10. STORAGE ROOM
11. MAIN LIFT
12. LIVE MUSICAL STAGE
13. SPANISH STEP SEATING
14. PROPS ROOM
15. HALI-DHABA RESTAURANT
16. KITCHEN
17. INFORMATION DESK (The first area after climbing up stairs)
18. WAITING AREA
19. EMBROIDERY WORKSHOP AREA
20. HENNA TATTO WORKSHOP
21. VOID - (Frame show continued)
22. LIBRARY
23. STORAGE ROOM
24. TEXTILE COMPARTMENTS
25. VOID - (To look and engage with live musical downstairs)
26. SHOP

(UPPER)  
JALI COVERINGS

(TRANSLATION FOR  
JALI - SIEVE)

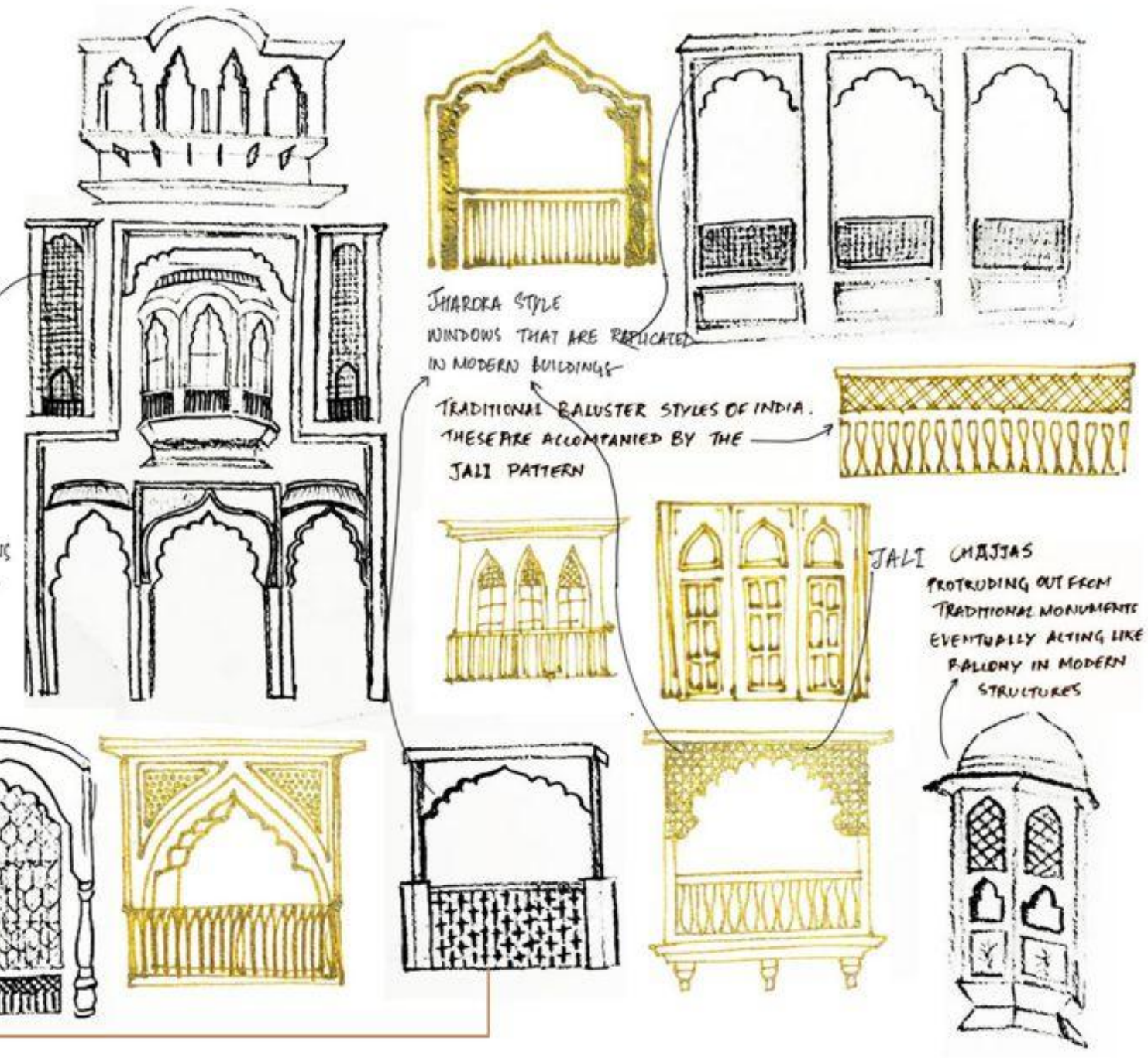
THESE WINDOWS  
ACT LIKE

SIEVES, ALLOWING  
SUNLIGHT BUT

PROTECTING THE  
INSIDE FROM HARSH

HEAT. THESE  
ALSO CREATE PATTERNS

RESULTING FROM THE  
STENCIL  
SHADOWS



The Jharoka windows playing a key role in determining the concept and design decisions to create a justified and ostalgie environment, throughout the space.



## SECTION AA'

(Not to scale)

SPANISH STEPS  
SHOP  
LIVE MUSICAL STAGE  
VOIDS

TEXTILE COMPARTMENTS  
EXIT  
THALI-DHABA RESTAURANT SEATING  
KITCHEN  
SERVICE WINDOW



## SECTION BB'

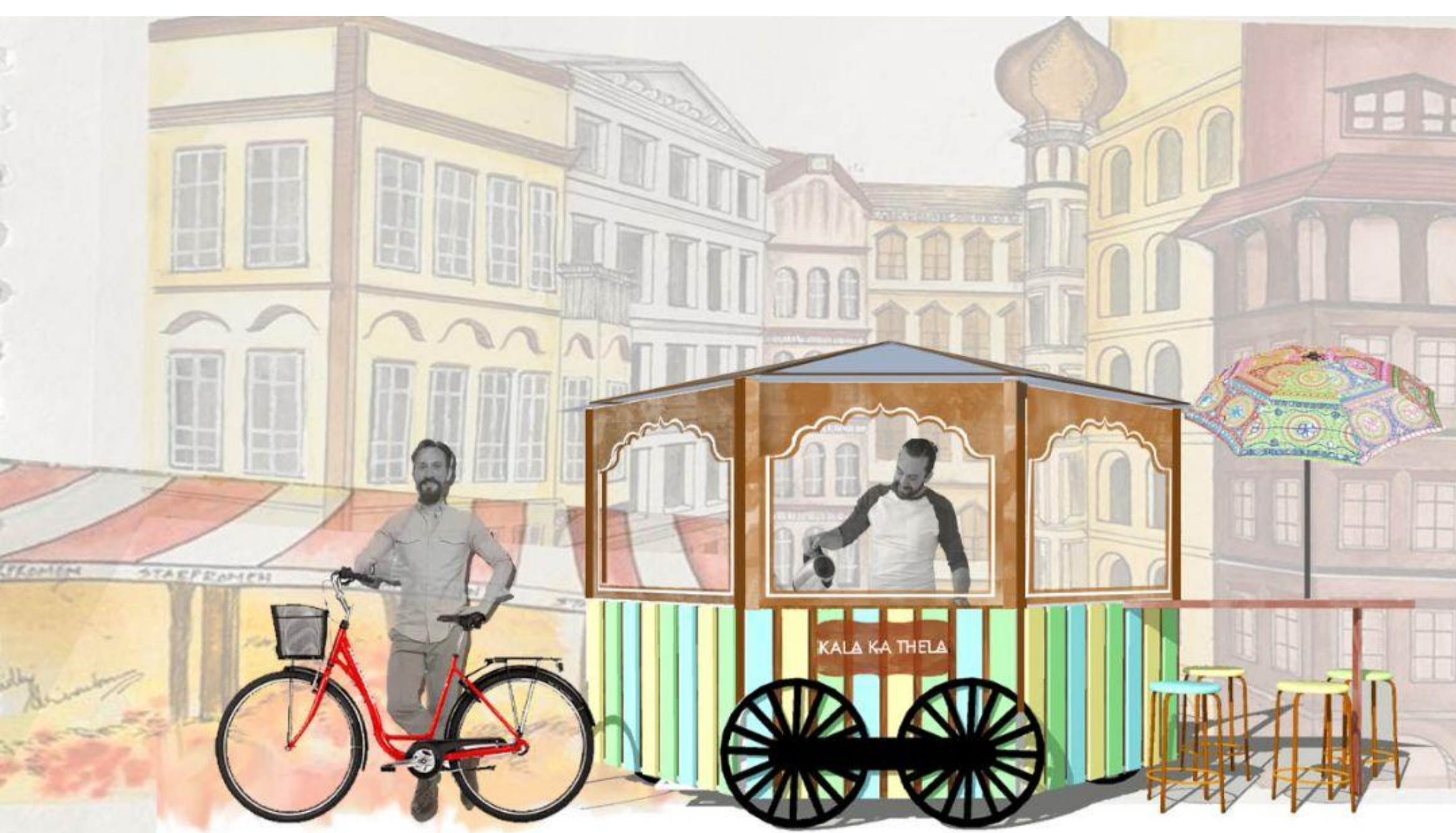
(Not to scale)

LIBRARY  
TEXTILE DISPLAY  
MOTIF CARVING ON FABRIC  
FOR SHADOW PLAY

HANGING WINDOWS FOR  
FRAME SHOW  
HENNA TATTOO

EMBROIDERY WORKSHOP  
TELL YOUR TALE MAZE





## THE EXTENSION

# KALA KA THELA

Kala ka Thela is an extension to Kala Astra that promotes and spreads the message throughout the city about the destination with the help of vouchers. The extension serves authentic Indian tea and travel on wheels along a specific route to attract the target audience, As the protagonists engage with Kala Ka Thela, they are presented with a voucher on their tea cup that promotes footfall at Kala Astra while also earning a small profit,

## KALA KA THELA - ON THE MOVE

Since Kala Ka Thela moves through a set route, its structure is light, compact and portable. This includes:

1. A slab extension on a pivot which can be closed during the movement and occupies the negative space of the inner slab's shape.
2. Stackable and light stools, easy for transportation.
3. Foldable stand beneath the pivoted slab for support.
4. Removable umbrella adorned with traditional patterns.



IN MOTION



STANDING

## VOUCHER

Receiving a voucher in form of a sticker on the Tea cup that promotes the customers to pay Kala Astra a visit.



## THE TEA

Tea has always been a medium of connection between people in middle east and south Asia. By serving a classic cup of tea, Kala ka Thela's main element, will attract protagonists to indulge in conversations and receive a voucher that is present in the cup to promote visiting Kala Astra, the destination.



## THE THELA

Thela is a very familiar practice that is another tradition that is deemed old and is currently adulterated. Similar to Kala Astra's cultural intentions, the 'Thela' will represent the old and ongoing strategy to attract people to an open and mobile service. The service's ultimate goal being promotion of Kala Astra. Small traditions like these will not only help the protagonists reminisce their culture but also introduce it into a global city like Manchester.

FREE HENNA TATTOO AT KALA ASTRA

TRIAL EMBROIDERY CLASS AT KALA ASTRA

FREE APPETISER AT THALI DHABA @KALA ASTRA

