

# DESIGN AND SOCIETY: THE INDIAN CONTEXT

## LECTURE SERIES DEALING WITH CULTURE SPECIFICS OF DESIGN

- Looking at Indian Society - historical perspectives and social attitudes through:

*Art*

*Fashion*

*Literature*

*Religion*

*Politics*

*Life-styles*

*Current Affairs*

*Gender Issues*

- All that constitutes the psyche of this society

**Design is synonymous with society**, where New Design signifies emerging social attitudes and values. **Design is Culture specific** and an important tool for communication of ideas and ideology. The value attributed to Design, is essentially linked to social and cultural values of the environment the Designs evolve in, evolve for and exist in.

This lecture series, seeks to **re-examine the link between Design and Society, in the Indian Context**. Because of the emerging value that is being given to Design in India and consequently the social responsibility that is expected of Design and designers it is becoming increasingly relevant to study and research the Indian module of society and its design predilections. The perspective that these choices present regarding the psyche of the consumers gives us a perceptive look into a foreseeable future that we can prepare for, taking into consideration not just a calculated market analysis based on consumer buying patterns and aspirations in the material sense, but also aspirations for building a better society.

In the emerging world scenario of increasing terrorism, of seemingly warped values of materialistic tendencies which have overtaken the spiritual aspect of human whimsical nature of many business houses and their owner bosses. Or government agencies where there was really no motivation to provide the competitive edge.

In many instances I found that as a designer, my **role** was often one that **encompassed considerable market research**, especially where there was none forthcoming from the organizations I worked for and much of this still prevails.

Therefore evolving **social attitudes** can trace their path to a past, to **historical antecedents** which do have bearing upon the **human psyche**.

How much of an impact **history** does indeed have is **debatable**, for it is considered that although the past is relevant, the **present** could well have a **greater bearing**.

**Gopika Nath**