

Pocketbook Heritage : Souvenirs for Ahmedabad

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20 seats

Gandhinagar Campus

COURSE FACULTY



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OVERVIEW

KEYWORDS : Ethnographic Mapping,
Interaction, Documentation

In the old city of Ahmedabad one may stumble upon areas where time has stood still - places and their human interactions are little islands of history - a cache of stories of a time past yet still relevant.

We journey through time and map areas that endure at a micro scale, an attempt to understand the subliminal qualities that make a place and its people unique.

OBJECTIVE

Map areas of interest in the Old City - shops, quaint businesses, services, meeting areas, at a micro scale.

Study and document the unique qualities of each conversations and interactions with the locals.

Bring to the fore for visitors to the city, unique and little known facets that are often overlooked.

METHODOLOGY

Explore and pin-point areas to study.

Visits to museums to gain a rich and holistic understanding of the culture and soul of the place.

Brainstorming sessions to filter and sort information.

Mapping the space for the reference of future visitors.

FINAL DELIVERABLES

A collection of wearable and gift products that are a blend of physical and digital media that can be used as souvenirs for the city of Ahmedabad.