

SCHOOL OF ARCHITECTURE STHAPATYA

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"Good Architecture remains ageless and beautiful"

NEWSLETTER THEME : CELEBRATION ARCHITECTURE



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The urbanscape turns into a vibrant & colourful atmosphere during the festive celebrations all around the year with diversities spread from Jammu & Kashmir in the North to Tamil Nadu in the South, Assam in the East and Gujarat in the West. Every region is inherited with an identity of its own & the festivals mark either their traditional, cultural, religions or patriotic beliefs - Eid-ul-Fitr, Christmas, Diwali, Holi, Durga Puja, Chhat, Lohri, Onam, Pongal and Republic Day to name a few.

Facades of buildings, installations, illumination posters etc. add to the mood of the festivity of the streetscapes.

The bazaars with hawkers on the street are buzzing with people buying occasion specific necessities. The parks, open grounds, streets, riversides come live with pandals, stalls, hawkers where celebrations are being held. The men, women &

children dressed up to the lines of occasions add vibrance-in-motion to the festivities. Thus celebrating, festivities change the citiscape in terms of its marketing, visual & behavioural impacts.

Designed for Happiness

Did you ever walk into a shopping mall with an empty shopping list and end up buying a whole lot of stuff that you did not need at all? You might later justify all you bought, but deep in your heart, you know that you have been tempted. Who tempted you? Well, the sellers definitely did, with a team of expert experience designers. But, before you blame yourself for playing into the sellers' hands, blame your brain for responding to environmental stimuli.

Lets safely say, the "pursuit of happiness" is the ultimate pursuit of mankind. We think of being happy, we plan to be happy, we hate not being happy. So what's happiness? There is no cut-and-dried answer to that. To the food-lover it's food, to the social people we are, it's social acceptance, to the cautious, it's safety, to the bored, it's thrill-this can be an unending list, but we all have our poisons. All such 'rewarding' actions, which mitigate our deepest fear-unhappiness- cause the release of the 'happy hormones' in our bodies.

The happy hormones- serotonin, dopamine, oxytocin and endorphins are actually produced in response to happy situations in our life, like feeling important, achieving goals, intimacy in relationships and physical activity and laughter. While these are the basic triggers, there are associated triggers too. Our brains are designed to crave these happy chemicals constantly. Every kind of sadness and disappointment can be linked to the lack of one or more of these chemicals.

Through years of evolution, we human beings, and even animals have the craving of all or some of these happy chemicals hardwired into our brains. The possibility of a reward is essential for our survival. If our brains do not motivate us to eat good food, our bodies will not be strong and healthy. Similarly, if our brains do not motivate us to form intimate relationships, the species will not procreate, or care for the young.

If you are wondering where design comes to play, it's right here. The happy chemicals are also released by stimuli associated to the basic triggers mentioned before. These stimuli are what are arranged all over the shopping mall to lure you into buying much more than you actually need.



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Serotonin for one is released when a trigger of social acceptance comes up. So what could be an associated stimuli? The possibility of social acceptance, manipulated through images of social activities, possibly. So if you want someone to eat at your restaurant that is overpriced and does not serve food delicious enough to justify the price, what do you do? Advertise your restaurant as a great place to socialize, appealing to the exact customer segment and their social aspirations. So are your customers young professionals, mostly single, looking for prospective partners? Bingo! Advertise your place as the coolest place to meet like-minded people.

Now, if you look around the mall do you see all the stimuli- the sights, the ambient music, the activity zones-all chosen strategically for you to throw caution to the wind and open up your purse? This is the marvel of thoughtful design. Do not blame yourself for being lured into buying things you do need, at least not much.

After all, we human beings were created by nature to pursue happiness!

Kala Ghoda Festival

Kala Ghoda festival is one of the famous multicultural festival in the world. In the February month, thousands of artists and performers participate in the events to showcase their handiworks every year. The Kala Ghoda precinct is the hub of multitudinous institutions like Jehangir Art Gallery, Prince of Wales Museum, the National Art Gallery of Modern Art etc.



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The aim of this festival is to focus on the nature and their elements including agni, prithvi, jal and vaayu. Kala Ghoda Association, was formed on 30th October 1998 with the objective of maintaining and preserving the heritage and art district of South Mumbai. The event is organised by the kala ghoda association, large number of visitors include both national and international comes across the world to attend this festival. Funds raised by the festival are used for the restoration of the area and several institutions as well as buildings in the kala ghoda vicinity is benefitted from this carnival. This festival helps in the economic as well as urban development. South Mumbai is known for its beautiful cultural side, so this festival act as a magnet for art lovers for the locals and other tourists. There are twelve main themes of the festival including heritage walks, literature, dance, music, cinema, theatre, food, workshops, architecture, a vibrant street section (Including stalls selling eco friendly handmade arts & crafts ware, food stalls, street art installations and artists who sketch instant portraits etc), urban design and a section for kids.

The Kala Ghoda Arts Festival nine days long event for the promotion of art and culture of the South Mumbai, starting always on the first Saturday of February and closing always on the second Sunday in February.



Kala Ghoda Festival 2017



Festival organised in the heart of the city that never sleeps, Mumbai.

Participants of the festival are like artists, readers, musicians, actors, journalists, designers and food gourmets. The kala ghoda festival success and popularity attracting a huge number of people from other parts of the country and the world, encouraging the setting up an example of other arts and cultural festivals for other states of our country. As we know our country is known for its vibrant culture and heritage so these festivals are quite useful for the city dwellers or locals from an economic generation and recreation perspective as well as provide platform to the artisans to showcase their capabilities.



Before and After Festival



During Festival

The spatial experience or quality of an area is completely changed during this festival because Kala Ghoda association organised an event which focuses on the social and cultural aspects of the everyday lives of people. Entire area becomes more vibrant and active, due to a large number of footfall and activities which act as a source of cultural exchange and intellectual development of societies which makes the world more better place for everyone to live, work and flourish in.

Event Celebrations in Delhi Technical Campus

Nasa Day 2018 Celebration

The National Association of students of Architecture (NASA INDIA) is one of the largest Architectural Students organisations in the world with student participants from more than two hundred colleges all over the India and countries around the world.

The main objective of NASA India is to create a platform for Architecture students to learn and interact, engage them directly and indirectly through both online and offline platforms.



Sky is the Limit



T - Shirt Design



Rangoli

Diwali Mela Celebration : A Road to Eco - Friendly and Cracker Free Diwali

The Event was started with a warm welcome of Director General, Hon. Justice Bhanwar Singh sir.



The motive of “Diwali Mela” was to celebrate Diwali festival in the college. This event gave opportunity to all DTC students to interact with each other, with different departments of the campus. Several competitions were organized for a healthy competition among the students such as Class Decoration, Rangoli making, Collage making and photography exhibition. The event was celebrated by putting up stalls of various items like food, diwali decors such as candels, diyas, torans etc., games etc, by all the departments’ i.e, B.Tech, MBA, and B.Arch. Also, the funds collected from various stalls were used for charity works.



Along with this cultural program by the students was also organized in the ‘La Vinci’ auditorium. The program highlighted various events such as nukkad natak, cultural dance, singing & poetry. The prize distribution was organized after the cultural programs to encourage the participants. Overall this event was a great success, with all students participating in various events.

Indian Festivals : the contribution they make to cultural and economic wellbeing.

1. Harvest Festival, Ladakh

The Ladakh harvest Festival is a major event organised in Leh by the Jammu and Kashmir Tourism Department, from 1st September and lasts until September 15th. It is a colourful celebration of the rich and cultural diversity of the Ladakhi people as well as a great way to understand the culture of Buddhism in India. It will give you an enriching experience of a different way of life in India on the other hand better insight into this awe-inspiring and deep Buddhist culture.



2. Lohri Festival, Punjab

Lohri is the celebration of the arrival of longer days after the winter solstice. According to folklore, in ancient times Lohri was celebrated at the end of the traditional month when winter solstice occurs and a remembrance of the Sun deity (Surya). Singing and dancing form an intrinsic part of the celebrations. People wear their brightest clothes and come to dance the bhangra and gidda to the beat of the dhol. Punjabi songs are sung, and everybody rejoices. However,

people residing in urban areas also celebrate Lohri, as this festival provides the opportunity to interact with family and friends.



3. Holi in Mathura Vrindavan

Holi Festival of colors is one of the most enjoying cultural festival of India and this festive atmosphere continues for more than a week in mathura. People from all corners of India, rather, world gather at Mathura-Vrindavan every year to feel the essence of Holi in the land of Krishna. People relive the legends of Holi associated with Radha and Krishna and play pranks the young Krishna played with the cowgirls called gopis. The tradition of playing colours on Holi draws its roots from a legend of Radha and Krishna and applying colour on one's beloved is being religiously followed till date.

4. Bihu Festival in Assam

Bihu is the name for the National Festival of Assam which is one of the most beautiful states of India which is reckoned for tea gardens, mighty Brahmaputra River and Lush green forests. Also the state of Assam is reckoned for the Bihu festival that depicts a set of three different cultural festivals of the state. The origin of the term 'Bihu' came from the Sankrit word that means 'Vishu'.



It is the cheerful festival of Assam that is celebrated by the locals irrespective of caste, creed and beliefs. In a year Assamese celebrate three different kinds of Bihu festival that is Bohaag Bihu in the middle of April month, Maagh Bihu in the middle of January month and Kaati Bihu in the middle of October month. Bihu is basically a celebration of the change of the seasons.



Rongali Bihu



Kati Bihu



Magh Bihu



5. Rann of Kutch, Gujarat.

This festival of Kutch celebrates the colour of the region, providing an arena for the arts and crafts of Gujarat. The Rann of Kutch is famous for its white salty desert sand and is reputed to be the largest salt desert. It is a Carnival of Music, Dance, intricate arts, folk textiles, exquisite embroidery, Bandhani sarees, traditional ornaments and mirror work are some of the specialties of Kutch.

6. Ganesh Chaturthi, Maharashtra.

Ganesh Chaturthi is one of the holy festivals of the Hindus. It is celebrated to commemorate the birth of Lord Ganesha who's considered to be the god of prosperity and wisdom. Almost each and every household of Maharashtra, with great faith and belief, for around ten days. The festival also marks the beginning of the festive period that the nation looks forward to. When it comes to celebrating Ganesh Chaturthi, there is no other state that does it beautifully than Maharashtra.



7. Bathukamma Festival, Andhra Pradesh.

Bathukamma represents cultural spirit of Telangana. Bathukamma is a beautiful flower stack, arranged with different unique seasonal flowers most of them with medicinal values, in seven concentric layers in the shape of temple gopuram. In Telugu, 'Bathukamma' means 'Mother Goddess come Alive' and Goddess Maha Gauri-'Life Giver' is worshipped in the form of Bathukamma – the patron goddess of womanhood, Gauri Devi. Every year this festival is celebrated as per Shathavahana calendar for nine days starting Bhadrapada Pournami till Durgashtami, usually in September–October.



8. Pongal Festival, Tamil Nadu.

Pongal is a four-days-long harvest festival celebrated in Tamil Nadu, a southern state of India. For as long as people have been planting and gathering food, there has been some form of harvest festival. Pongal, one of the most important popular Hindu festivals of the year. This four-day festival of thanksgiving to nature takes its name from the Tamil word meaning "to boil" and is held in the month of Thai (January-February) during the season when rice and other cereals, sugar-cane, and turmeric (an essential ingredient in Tamil cooking) are harvested.



9. Onam, Kerala.



Onam falls in the month of Chingam, which is the first month according to the Malayalam Calendar. The celebrations mark the Malayalam New Year, are spread over ten days, and conclude with Thiruvonam. The first and the last day are particularly important in Kerala and to Malayalee communities elsewhere. The Atham day is marked with the start of festivities at Vamanamoorthy Thrikkakara temple (Kochi). This Vishnu temple is considered as the focal centre of Onam and the abode of Mahabali, with the raising of the festival flag. Parades are held, which are colourful and depict the elements of Kerala culture with floats and tableaux.

Other days have diverse range of celebrations and activities ranging from boat races, cultural programs, sports competitions, dance events, martial arts, floral designs - pookkalam, prayers, shopping, donating time or food for charity to spending time with family over feasts. Men and women wear traditional dress.

Architectural Festivals



1. World Architecture Festival.

The World Architecture festival is a three-day event for architects and interior design professionals. WAF is where the world architecture community meets to celebrate, learn, exchange ideas and be inspired.

2. Sydney Architecture Festival.

The 12th annual Sydney Architecture Festival invites Sydneysiders to get behind some of our most iconic buildings and ask: what makes a building truly great?

Architectural Events in India



"My passion and great enjoyment for architecture, and the reason The older I get the more I enjoy it, is because I believe We - Architects - can effect the Quality of life of the people."