

India Light Craft



1st July –
7th September, 2020

Competition by
Arjun Rathi Design

Foreword 03

Competition Brief 06

Design Specifics 08

Timeline 09

Awards 10

Jury 11

Submissions 12

FAQs 13

About Us 14

Collaborators 15

Terms & Conditions 17

Foreword

**Somewhere,
as it traversed past
the waves of modernity,
India lost its ancient
friendship with darkness.**

**For Indians,
Andhera, or darkness,
had always been
the playmate
of *Prakash*, or light.**



Foreword

Indians had always understood that it was the power of darkness to reveal and make beautiful the light, to clarify truth and enliven its hope. **India's ancient and medieval art and buildings encompassed beautiful and complex *jaalis* and *chhatris* that invited light into the home to play with its darkness by making intriguing and unique shapes out of the shadows.** The game between light and darkness was played across religious lines, with the structures of countless temples, mosques, gurdwaras and churches across India adorning gorgeous *jaalis* as the highest tribute of humans to the divine. Countless ages have watched the shadows dance, played with and within them and blended their stories, hopes and dreams into their rhythms and shapes.

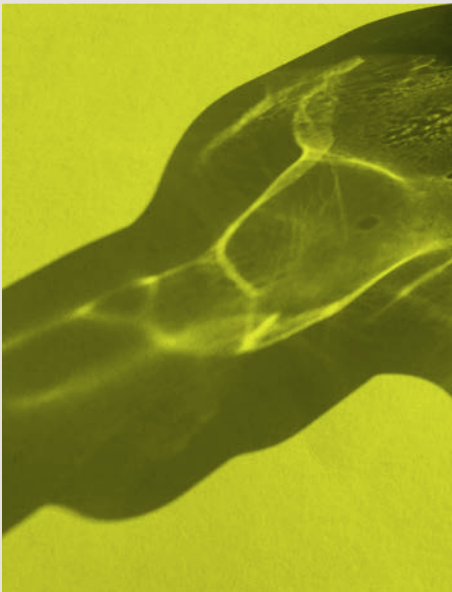
To create magical stories with the colours of shadows and light, we found our tools from within India. Our craftsmen had a close relationship with the earth, clay, mud, flora and natural metals to carefully craft artwork, vessels, utensils and houses. The natural and recyclable materials ensured a harmonious and sustainable relationship with nature, and the art, crafts and homes they created were revered as sacred abodes for all that is divine within humans. The knowledge of the sophisticated art of India's craftsmen and their relationship with nature was carefully taught and passed down from one generation to the next. Their craftsmanship was not about passing exams or gaining certificates. It was a sacred relationship to be pursued throughout a craftsman's life; a spiritual responsibility to be cherished and upheld, equal to one's commitments to one's family and community.

Legend has it, that the Mughal emperor Shah Jahan had originally desired the white -marble Taj Mahal that endures to this day to be twinned with a jet-black marble Taj Mahal. The desire for the black marble was to symmetrically complete and oppose the pristine beauty of a perfect composition achieved in the Taj Mahal and its *char baghs*. Had the black Taj Mahal been constructed, then the definition of beauty could have been complete in appreciating the role of darkness in creating beauty. **It expresses the profound relationship of darkness and light, both beautiful, opposites that complete one another.** It is about a harmonious co-existence as old as time itself.

Foreword

For modern India, however, light has become a mere utility, and darkness has become something to be banished from our presence. In modern houses, materials are employed strictly to shine bright light, and consumer imagination begins and ends with marble. Stage lights obliterate the magic of evenly-lit spaces that defined Indian performance art for centuries. Our homes are filled with lights in tubes and lamps that are uniform in design and mass produced from unsustainable materials in factories in faraway lands. There is nothing in them that inspires the Indian soul or that we can call ours. Possessed by our everlasting material thirsts and hungers, our sacred relationships with nature and craftsmanship have been forgotten and we have refused to let these timeless friends take our souls to play with them.

However, India's tryst with modernity is proving increasingly unsustainable. Faced with this challenge, it is time to rediscover our lost friendships and traditions, to rediscover what it means to be Indian. It is time to encourage



innovation rooted in India's traditions of natural and sustainable craftsmanship. Left until now to toil at the margins of India's modern economy, the Indian craftsman must be returned to a position of primary importance in

the story of India's global rise. India must develop a synergetic dialogue between the Indian factory and the Indian craftsman, whereby the craftsmen guide factories in creating Indian solutions for sustainable housing while the modern economy ends the poverty and marginalization of India's craftsmen. The knowledge of the Indian

craftsman and India's sacred relationship with the darkness, the light and natural elements must drive Indian innovation in the 21st century as we explore a new artistic and cultural identity through design. Our new India must discover once again, our old friends in darkness and light, our reverence of nature and nourish the Indian soul and the Indian home with as much play as work.

Design — Sustainability — Craft



Competition Brief

The competition aims to create an independent luminaire which blends form & function - exploring the fine line between technical & decorative lighting to create a “Techno-decorative” luminaire which can be used across residential, commercial or institutional projects.

The fixtures can be a re-interpretation of traditional chandeliers, wall, ceiling, floor lamps or modular lighting systems, which may have multi-functional use across various sectors.

The competition would like to encourage the idea of sustainability, and open exploration of recyclable materials and / or engagement of local craft practices to produce part or the whole fixture.

While maintaining the emphasis on sustainable materials and crafts, the goal of the competition stresses upon the importance of designing a luminaire for mass production.

Designers are open to explore materials and crafts of their choice. We encourage usage of non-traditional materials like woods, ceramics, weaves, textiles among others and explorations in sustainable production processes.

Design Specifics

- Scale and size of the product are open to interpretation of the designer.
- The luminaire can be scalable or modular in nature to encourage flexibility in usage or function. The designer's intent must be justified through appropriate imagery/sketches/rendering of the proposed style and usage in a space.
- Many traditional craft-forms have limitations in production sizes, so using smaller elements in combination with contemporary fabrication and production processes could be explored.
- **The fitting must also be designed in a modular manner allowing for mass and multiple repetitions – we are not exploring stand alone or one off designs for the present competition.**
- The design proposals must have a supporting note, on the proposed production process, and if any traditional craft form is being engaged.

Eligibility

The competition is open to professionals, students and design enthusiasts, alone or in artists' collective, from every country in the world.

Timeline



Competition Launch

1st July, 2020

Submission Deadline

7th September, 2020

Result Announcement

15th September, 2020

Product Launch

15th November, 2020

An Online Event will be hosted to announce the results. Details will be released closer to the date.

India Light Craft,
through a jury
process, will select
one winner
& *two runner ups.*

The winning entries will be taken into prototyping and commercial production by Arjun Rathi Design.

Winning participants will be awarded a Royalty Contract which will consist of 5% commission calculated on the Net Sales Price.

Net Sales Price, means the selling price of the product exclusive of all applicable taxes, duties, packaging and shipping costs.

In a case where more than three entries have been judged as winning entries and portray strong practical use, at the discretion of Arjun Rathi Design, will be taken into production and awarded a royalty contract for the same.

Jury

This page will be designed
once the panel is confirmed.

Submissions

The Final Design must be submitted in PDF format consisting of One (1) to Three (3) - A3 sized panels

The Panels must have the **Unique Identification Code** (UID) on the top right corner and the file title.

The UID is to be self-generated using the first three letters of your first name, followed by the date of birth (DOB) in yyyy-mm-dd format.

Eg. Name: Arjun Rathi, DOB: 14th September, 1986.
UID – ARJ19860914

Please ensure your personal details are mentioned, only, in the email body.

Email Subject: ARJ19860914

File Titles: ARJ19860914-1.pdf, ARJ19860914-2.pdf, ARJ19860914-3.pdf

Email Body:

Full Name

Contact Number

Registered Postal Address

All entries to be sent to indialightcraft@arjunrathi.com

Submission Guidelines

1. The Panels must give information about the following, Design Concept and supporting notes
2. Proposed Crafts or Sustainable materials with production processes
3. Schematic drawings of the fitting with appropriate sketches and/or 3D visualisations
4. Visualisations or Sketches displaying the context and proposed use of the luminaire.

Frequently Asked Questions

1. What is Techno-Decorative Lighting?

The competition is looking to design a luminaire which can serve as the functional source of lighting for a space and also serve as an aesthetic decorative fitting. The challenge for designers is to blend form and function to create an independent fitting which can serve both purposes.

2. Are traditional crafts compulsory to use for the design proposals?

No, craft forms are not compulsory. The brief is to use sustainable materials and the proposal can explore recyclable materials or sustainable production processes for the entry.

3. Where will the design be produced?

The winning entries will be produced in India using manufacturing setups and / or craft-based setups located across the country. If any designer, outside of India, has proposed a local craft process from their region, an equivalent craft base using the same materials will be identified in India and engaged for manufacturing.

4. Can the fittings be specific to residential use only?

Yes the design can be specifically designed only for residential or any single sector (commercial, institutional, etc.) of your choice. Please incorporate the proposed context in space through relevant renderings or sketches.

5. Are there any size or form limitations?

The size of the luminaires are open to the designers interpretation. The Designer can also design a modular component which can be multiplied and used in various combinations to create variations in the fittings – in such cases the various combinations will have to be represented in the panels.

For any further clarifications you can write in your questions to indialightcraft@arjunrathi.com

About Us

Arjun Rathi Design is a multi- disciplinary studio working across Architecture and Lighting Design.

The studio explores design-based interpretations of what “Light” means to us. Many of us spend majority of our time living and working in different environments lit by artificial light; as a studio we aim to interpret space through the lens of lighting - create fixtures that can capture our imagination and inspire us in these spaces. Working on both ends of the design spectrum, from single pieces made together with craftsmen, to mass-produced objects developed in collaboration with manufacturers; the studio explores intuitive and formal processes to design product and space.

Mumbai, India



We would like to thank our collaborators who have assisted us in the design and launch of this competition.

Competition Foreword

Nirav Mehta

niravmehta@outlook.com

Graphic and Communication Design

Studio Lalala

www.studiolalala.com

PR and Media outreach

Eztablish Design Communication

www.eztablish.com



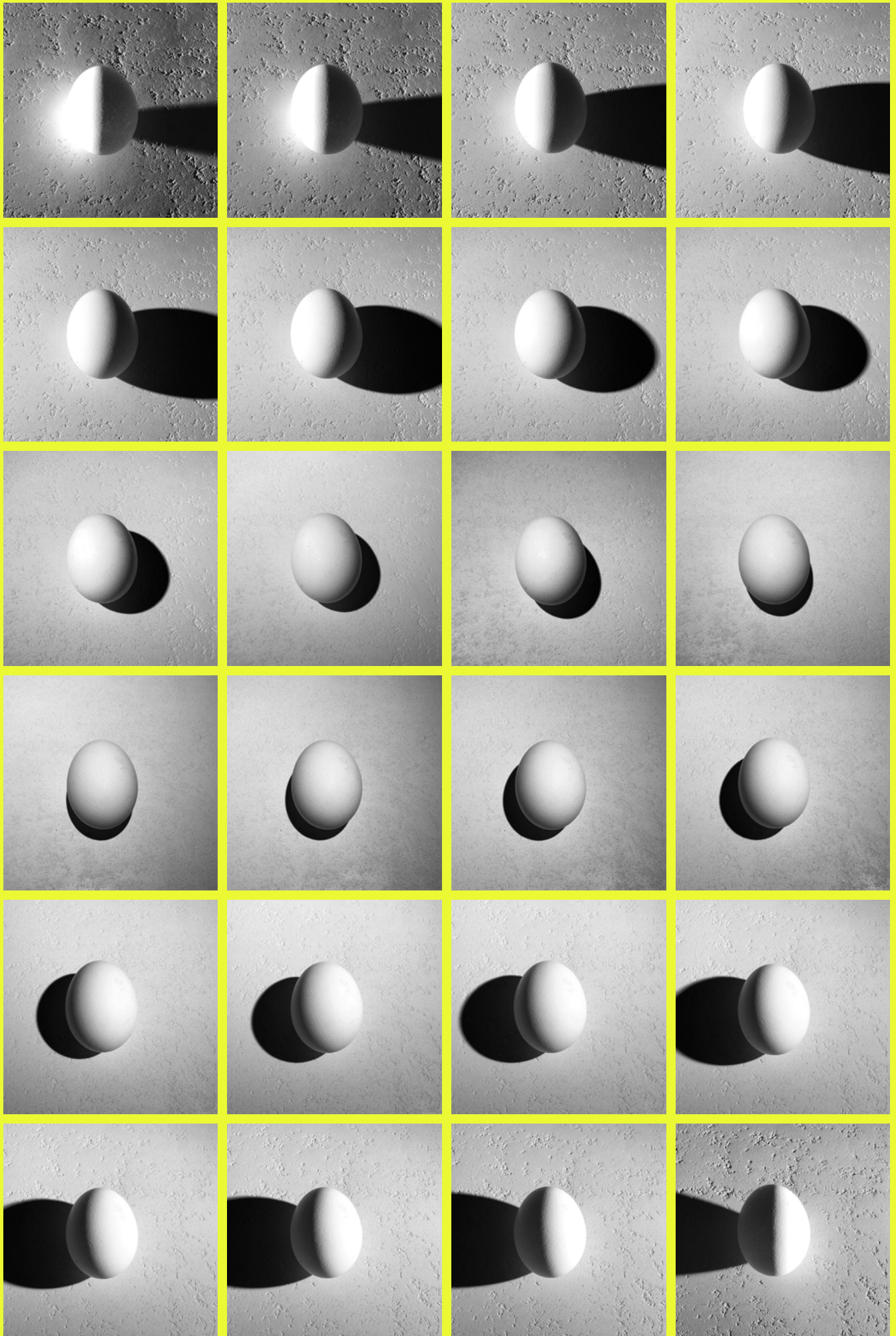
Technical Lighting Advisor

Dashak Agarwal

www.loveoflight.in



Special mention of thanks to Apurva Parikh, Arijit Sen, Farzin Adenwalla, Rooshad Shroff, Sameep Padora, Viren Brahmhatt among others for guiding us throughout the conceptualisation process.



Terms and Conditions

In this document, unless the context otherwise requires,

India Light Craft, is hereinafter referred to as *The Contest*. Participants sending in entries to India Light Craft, are hereinafter referred to as *Participant or Participants*. Winning entries, are hereinafter referred to as *Winner or Winners*.

Each Participant is limited to one (1) entry.

The competition is initiated and hosted by Arjun Rathi Design. Collaborators working on the project are not agents, employees, joint-ventures or partners of Arjun Rathi Design.

Participants will be disqualified if any of the competition terms or submission requirements are not considered. Participation assumes acceptance of the regulations.

The Jury is not required to select a Prize Winner if the quality of the applications are not deemed to meet the relevant qualitative criteria. Similarly, the Jury reserves the right to grant any Special Mention to any candidate at its sole discretion

Arjun Rathi Design reserves the right to withdraw, suspend, extend or modify India Light Craft, at any time, without any prior notice in case of any unforeseen circumstances outside its reasonable control or in case of force majeure that may hinder the scheduled procedure of this Contest. No judicial, extra-judicial or any other claim may be brought by the Participants against Arjun Rathi Design.

Intellectual Property and License

All submitted works will remain the exclusive property of the Participant, subject to the provisions laid out hereinafter. Arjun Rathi Design will have the right to use all of the works submitted as part of the Contest, and all

images depicted therein, in any promotion or for any non-commercial purpose. By submitting an entry, the Participant gives Arjun Rathi Design the non-exclusive, unlimited, royalty-free, rights to publish, represent and reproduce in all media now known or hereafter discovered, all or part of the works for an unlimited period, and worldwide, within the context of the Contest.

The Winner, and any Participant to the Contest on their honour state that the Work they submit is original and has not won any previous awards, and that it does not violate or infringe trademarks, Copyrights, Design or Model, or any other industrial and/or Intellectual Property Rights, or any third party rights, including image, patronym rights and/or rights over the voices.

Also the Winner, and any Participant to the Contest expressly declare and guarantee that the work and information entered in the competition fully meets the stipulations of current legislation on the rights to honour, personal and family privacy and reputation, protection of personal data, as well as industrial and intellectual property and any other regulations that may apply.

The Winner, and any Participant to the Contest also declare that they have not licensed, assigned nor transferred the ownership over the Intellectual Property Rights, nor the material title/property of the Work entered in the competition, in whole or in part to any third party from its creation until the end of the License period.

By submitting a design in the Contest, the Winner or Winners agree to provide Arjun Rathi Design with the right of first refusal to the exclusive use of the design. This option is valid for 12 (twelve) months after the end of the Contest.

The Participants agree that Arjun Rathi Design shall have the sole discretion in determining the extent and

manner of non-commercial use of the Submissions and are not obligated to use any Submission.

Each Participant acknowledges that other Participants may have created plans and concepts contained in their Submission that may have familiarities or similarities to his/her own Submission, and that he/she will not be entitled to any compensation or right to negotiate with the Contest Entities because of these familiarities or similarities.

All images and visuals are created for the Contest document, and are copyright of Priyanka Shah and Arjun Rathi.

Communication

The Winners agree that they shall not make any press announcement, press release or any other communication concerning the India Light Craft competition without Arjun Rathi Design's prior written consent.

The Winners agree to make themselves available to Arjun Rathi Design, for the subsequent promotion and dissemination of the Prize.

Furthermore, Arjun Rathi Design on the one hand, the Winner, and any participant for the Contest on the other hand, commit to always refer to each other in professional and favourable terms, in any press announcement, press release or other communications.

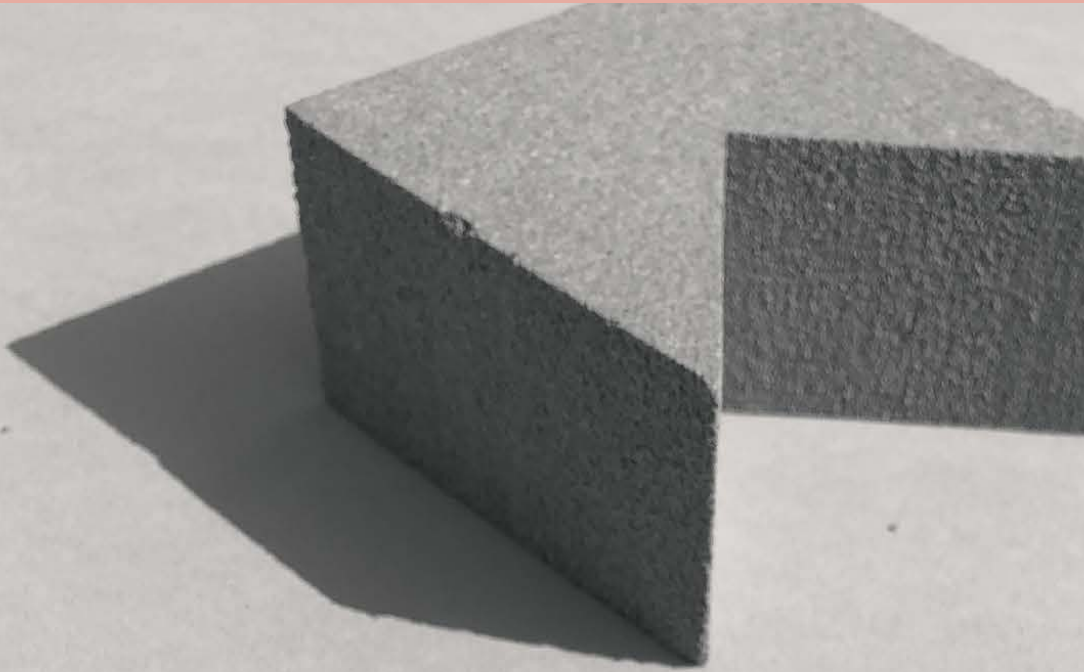
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ARJUN RATHI DESIGN

Light . Form(s) . Emotion

