

TERRA*mela*

TRANSITION IN DESIGN





Where we came from?

If you say 'architecture with natural materials' in India, people hear only 'kuchha'?



Forgotten lessons...



Where we are now...

7,935 towns and cities, 471 urban areas, 3 mega cities



Where are we heading...?

'A vision of the future' - can this ever be sustainable ??



*Behind the scenes... [The side of development & architecture **we don't want to see**]*

How can we create environments, urban, peri-urban and rural which:

Mitigate the risk of disasters?

Preserve finite resources?

Are free from harmful chemicals and pollutants?

Enables localization of resource production?

Create zero waste?

Adapted to local climate conditions?

And promote cultural diversity?

Shared Challenge



The Proposal

– but who is going to market *mud* and *grass*?



This is the battle ground...

*In 2011 Ultratech spent **Rs.300 Crore** on an aggressive advertising and brand-building exercise*



Nobody wants to live in a 'kuchha' building of mud, bamboo and stone in the C. 21st

'If a family did want to build with natural materials and they found masons willing and able to provide such a building, then the materials would not be available'

'If they did, then they would not find the masons with the skills necessary to create such a construction...'

The Nexus





The future can take a different path...

building knowledge centres

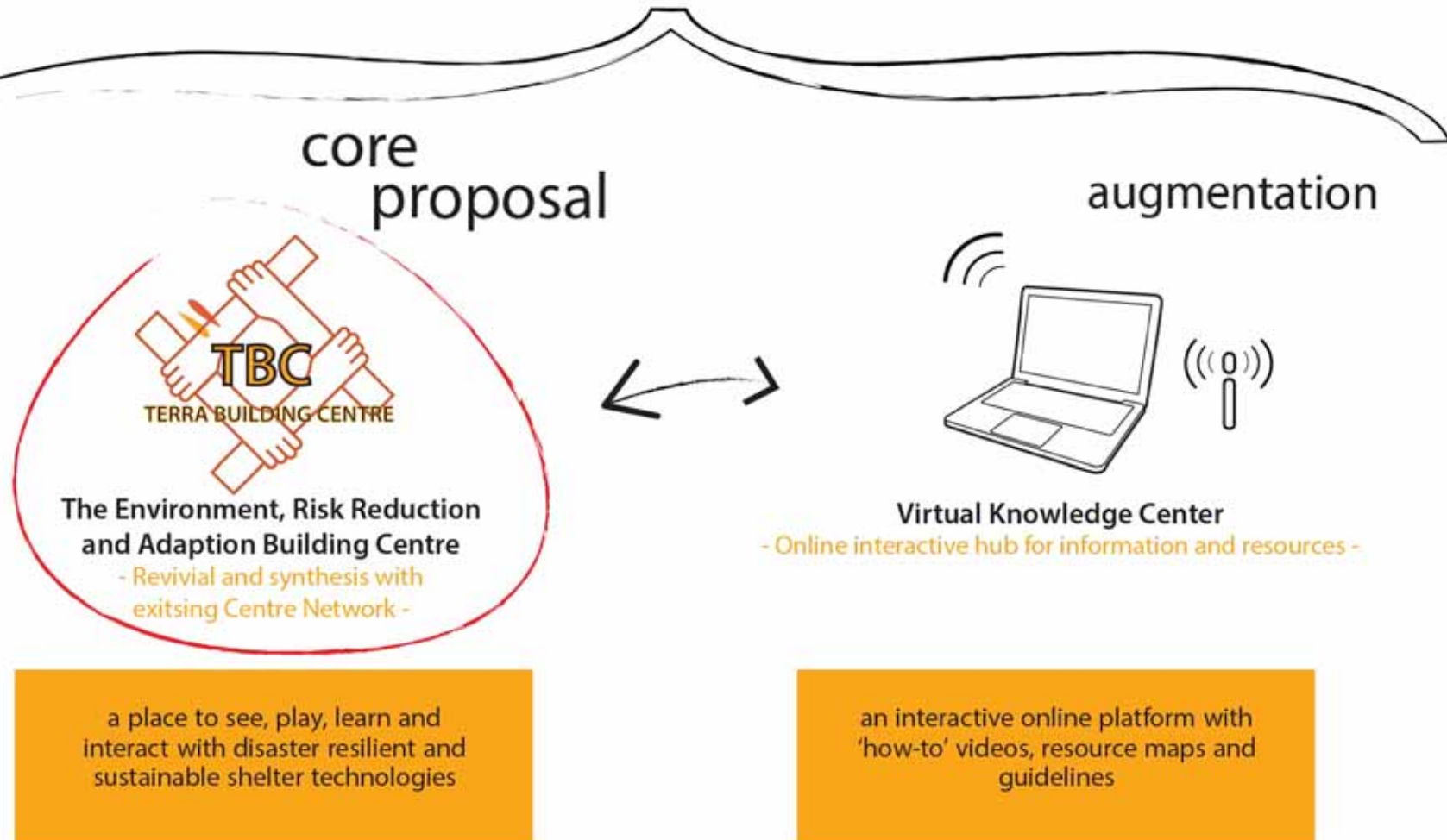
Stepping back and joining the dots...



value proposition: revival and re-invigoration of the Building Centre concept

to be a hub for testing, innovation, training, events and knowledge transfer

comprised of two key components



Proposed: TERRA Building Centre



TERRAmela
a catalyst event





Live and interactive Installations



Live and interactive Installations



Community planning workshop



Action workshop





People Tree Talks



Live Music and stonking street food



A parting thought...

*'Construction is a manifestation of a culture just as design is.
Appropriate and potentially sustainable solutions can be found within one's own culture.'*

Randolph Lagenbach, Times of India, 2005



TRANSITION *by DESIGN*