

TEXTILE GALLERY : A Radical and Digital Display of Indian Textiles

Outline of the Traditional Values Preserved in Indian Textiles

The launch of the new textile gallery at Pragati Maidan is an onset of textiles traditional values and perseverance of its related aesthetic, constructed in new-fangled ways keying the latest display mediums to engage people. An ensemble of tradition fabricated in an avant-garde environment. The textile sector in India is a widespread field spreading its roots dating back since 1854 when for the first time the textile mill was opened in Bombay. The sector always had the potential to live up to its caliber which can be traced from the times of the independence in India, when textiles boomed the market. Familiarized with a heroic history, from the spinning wheel of the charkha to the reputation of handlooms. Textiles have created a social attachment and notably been acknowledged as a symbol of pride throughout the world.

Client: Ministry of Textiles

Location: Pragati Maidan, New Delhi

Project Execution Year: 13th August, 2019

Area: 7000 sq. ft.

The Awareness Objective behind the Indian Textiles Museum

Indian textiles treasure an article of variety which to date is very much prevalent in different regions of the nation. The vehemence associated with its craftsmanship such as spinning, weaving, and embroidery reinstate its doctrine to ancestors, whose work is continued as a part of a family tradition.

Dejectedly, the prominence of Indian textiles is not conversant to the contemporary world as people are neglectful about its diverse creativity in products and importance in the economic growth of the country. There are next to zilch of textile galleries or museums in India. In addition to the immigration of western styles and high acceptance of its fabric in the market, very few people show interest in the quintessential age old craft of Indian Textiles.

Important Highlights from the Museum

The current ratio of non-indulgence in textile art and crafts, led the newly appointed Textiles Minister, Smriti Irani to inaugurate 'The Textile Gallery' at the Pragati Maidan. It ceremony took place on 13th August, 2019. A very unique display of dynamic ensembles along with a line of artwork fabrics is settled inside the museum. It is an archetypal house sheltering a rail of innovative techniques, multi cinematic and interactive methods to exemplify the essence of displayed textiles. This framework is especially laid to appeal to the interest of the millennials, who are in habit of rapidly moving from activity to another. Therefore, high-end immersive techniques are used to educate them about the existence of marveled textiles (from across all parts of the country).

Close Picture of the Collection: At Crafts Museum

This Textile Gallery is a cavern of all-natural and man-made fibers constituting of yarn, predominant cotton, jute, silk and wool choired under one roof. In total 230 types of textile masterpieces with more than 30 traditional handlooms are arranged inside the Gallery. Eye-Appealing segregation is meticulously structured into 5 zones namely weaving, embroidery, dyeing, pattern and tana-bana. The whole area comprises of 7000 Sq. Ft. of the total land of the Pragati Maidan. Each minuscule detail is priceless, it is an output of the sweat and craftsmen from different regions of India.

How the Concept Is Designed

The Textile Gallery is structured to offer visitors a sight of India's rich and glorious culture. This museum celebrates richness of Indian textile traditions serving as a resource bank of more than 200 types of pieces on display. Special attention is applied to preserve the original aesthetic and design of each piece. Henceforth, high-quality mediums are incorporated inside these zones highlighting unique characteristics of textiles.

Indoors Story:-

- *The Introduction corner*

A layout display is arranged adhering to the real concept of textile's manufacturing process, which is further divided into an introductory area exhibiting three categories namely– the Pre-Loom, the On-Loom, and the Post-Loom.

- *The Pre-Loom stage*

The first hall of khadi varieties, the second announcing an ideal visualization & display of Ikat, and the third transfer viewers to the yarn section, which arrives just before the process of being placed on the loom.

- *The On-Loom process*

This process is about those full-fledged designs positioned on the loom while the activity of weaving goes on. Brocade, Muslin, Jamdani, woven shawls and sarees are the items which falls under this category.

- *The last Hall*

Also illustrated as the Post-Loom zone, it reveals woven artwork on the cloth. Hand Painting, Printing, and Embroidery are some of those anticipated skills which beautify this category.

A Glimpse from the Experts Feedback

A pool of masterpieces are assembled inside the Gallery. It has been curated with cohesive efforts of the TOD, Tagbin Experiential Innovators and the Expression Ad Agency. It attract tourists who would read, relish and rediscover the world of Indian textiles, assisting them with display technologies. On the attempt of it's making The CEO of Tagbin, Saurav Bhaik said "Fashion in our

country is a diverse lane of cultural beliefs, when we had to design the textile gallery, our aim was to preserve the essence of India's diversity in an artwork and to help the visitors interact with the exact feel of the displayed textiles".

Mohit Gupta, the Founder, and CEO of Expression Ad Agency added "India has a myriad collection of different textile designs fabricated across all her regions. But society has less knowledge about the existence of her unique artwork as there are only a few mediums to display such fabrics. In the Textile Gallery with the help of right display methods we have tried to preserve the essence of traditional and artistic importance of different textiles."