

Winning their spurs

Eromitha Ramesh and Suraj Ighe, two students who won Gold at the AYDA India Awards by Nippon Paint, explain the thought process behind their winning entries



PHOTO: THE HINDU ARCHIVES

Eromitha Ramesh

The theme for AYDA 2023 by Nippon Paint was CONVERGE: Championing Purposeful Designs, and I was shortlisted under the Architecture category. I got the opportunity to present my ideas at the national level to esteemed architects from across the country. This experience enabled me to engage with them directly, share my ideas and receive their invaluable feedback.

My project, The Cooum Conundrum, explores how we look at ecologically sensitive and vulnerable zones like river edges in rapidly urbanising cities like Chennai, and the role of architecture in



this context. I started out by studying the current state of the Cooum, which got me thinking about the river's associations with the city in earlier decades and if it had always been like this. This led me to understand that the way we perceive rivers has a huge impact on the way we treat and manage them, and that architecture can influence the way we perceive rivers.

Ideas for change

The project, inspired by Urban Wild Ecology, aims to create a cultur-escape along the Cooum in Egmore and endeavours to reconnect the river with the city through what can be described as "controlled localised interventions" that are thoughtfully placed at strategic trigger points along the river's course. It provides an opportunity for people to experience and manage the river edge through a series of six different interventions.

Some of these interventions include a cultural centre, pedestrian bridges and event streets. These programmes act as extensions of the urban fabric not just physically but also programmatically. The architectural realisation of the idea happens through a series of interventions of both built and landscape. Within the architectural framework itself, spaces are designed to be adaptable to changing climate conditions over time

and are strategically configured to create zones that facilitate interactions with various species, emphasising the role of architecture in fostering a harmonious relationship with Nature. In select areas, architectural interventions serve as mediators between pre-existing structures and the natural environment.

AYDA gave me the opportunity to learn of inspiring ideas and from people from across the country. Winning the gold in Architecture has given me the opportunity to represent India at the international level and I'm really excited for the learning it will provide.

The writer is a student of RV College of Architecture, Bengaluru.

Suraj Ighe

The theme for the 2023 edition of the AYDA Awards India by Nippon Paint was Converge: Championing Purposeful Design. My project, The Universal School, aimed to diminish the boundaries of learning and create an all-equal platform to ensure quality education. Many students confine themselves within the boundaries of their assigned college, limiting their potential for growth and exploration. Not everyone has the opportunity to attend prestigious colleges. Many face challenges such as limited guidance, insufficient resources, and a lack of awareness during their formative years. This is further exacerbated by the allotted colleges with the basic type of education system with internal problems that remain unattended.

Sharing expertise

To bridge this gap, my proposal was to establish a network of colleges focused on sharing expertise and providing exposure to students. Reputed larger institutions would serve as central hubs, facilitating seamless connectivity within the network through both offline and online channels and offer expertise-sharing opportunities to students from smaller colleges and those studying remotely.



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The design employs vibrant colours to accentuate the structure, with a focus on fostering student interactions to share experiences and gain exposure. Utilising a telescopic seating system, the open-floor spaces can transform into large interactive areas, enhancing engagement and improving retention rates. Incorporating the play of light and shadows, along with integrating elements of the surrounding landscape for a Nature-connected learning experience, the open layout and barrier-free spaces seamlessly merge and expand to create dynamic environments.

Media-centric interventions enable multidirectional learning experiences. A central spine traverses all existing buildings, featuring a vibrant red unified path that ener-



gises nodes and facilitates various activities such as demonstrations, plays, court yard teachings, and spaces for discussions and debates.

Technological advancements such as AR, VR, glass projections, and holograms are harnessed to enhance student connectivity with the remote world. A dedicated server room monitors student data across the network to identify shared ideologies and research interests, fostering collaboration and avoiding redundancy. Students seeking assistance in any field can access valuable expertise from faculty or peers and connect for guidance, both online and offline, at host centres.

The digital learning centre includes an immersive psychedelic artistic space to engage students. Transforming the existing college setup, the central spine creates a vast linear space that facilitates the

The writer is a student of the Academy of Architecture, Mumbai

**Sunny Bhanushali**

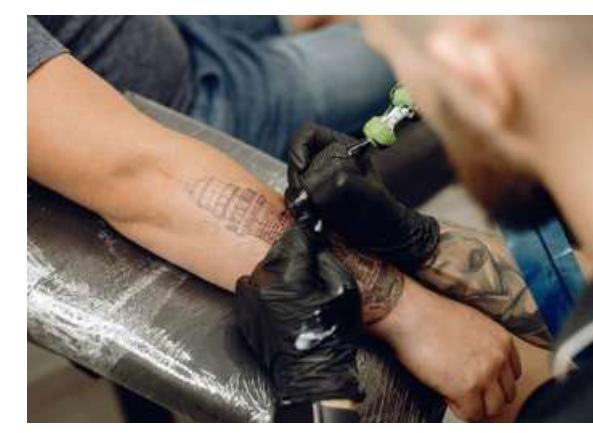
Once a niche profession, tattoo artistry is now a thriving career domain. This art form combines creativity, personal expression, and technical skills, making it an appealing choice for those who wish to pursue a non-traditional artistic career. In recent years, the tattoo industry has witnessed exponential growth driven by a growing demand for meaningful designs, indicating a deeper acceptance and appreciation of tattoos as art. Tattooing, as an art form, offers immense creative freedom, as each artist can develop a distinct style. This sets tattooing apart from other art forms.

Tattoos often carry profound personal meanings for individuals who choose to get them. A tattoo artist, therefore, has the responsibility of creating art that becomes a permanent part of someone's personal story. This emotional connection often results in a deeply fulfilling experience for both parties.

Education

Craft a personal story

From being associated with specific subcultures to becoming mainstream, tattooing is full of opportunities for those willing to explore their creative potential



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Traditionally, becoming a tattoo artist begins with an apprenticeship. Aspiring artists learn the craft under the guidance of experienced professionals. This hands-on experience offers insights into both the artistic aspects and the safety and hygiene practices essential in this field.

Several training institutes in India offer certified tattoo courses in cities like Mumbai, Pune, Delhi, Kolkata, Chennai, and Bengaluru that cover techniques, safety and hygiene practices, and hands-on experience. Each institute has

its own curriculum and training methods. For detailed information about the courses, it is best to contact the institute directly.

While not mandatory, a degree in Fine Arts can offer some benefits as it provides a broader understanding of art history, design principles, and various mediums that can significantly enrich one's skill set and creative approach.

Opportunities
Many artists start their careers in established studios, as this allows them

to build experience, develop relationships, and understand the business side. Working in a studio also allows for mentorship and collaboration, which can be crucial in the early stages of one's career.

With experience, many tattoo artists transition to freelancing, as this offers greater flexibility and independence in terms of schedules, rates, and artistic direction. Building a strong personal brand, especially through social media and online portfolios, is key to success. Artists can showcase their

work, connect with potential clients, and build a reputation transcending geographical boundaries. Some artists specialise in specific styles or techniques, such as realism, traditional, or cosmetic tattooing (like microblading). Specialisation can lead to recognition as an expert in a particular niche, opening doors to a dedicated client base and unique collaborative opportunities.

The global nature of the tattoo industry offers artists opportunities to work in different countries, participate in international conventions, and gain global exposure. This broadens one's scope and contributes to the ongoing dialogue and exchange of ideas within the tattoo community.

Tattoo artistry offers a unique blend of artistic expression, personal connection, and professional growth. As societal attitudes continue to evolve, the future of this industry is full of opportunities for those willing to explore their creative potential and leave a lasting impact through their art.

The writer is Founder and CEO, Aliens Tattoo Studio and Aliens Tattoo Art School

Navigate the fast lane

A career in journalism involves managing deadlines, staying agile and embracing change.

Kalpana Gangaramani

Journalism is an exciting industry where information is quickly disseminated and news breaks in real time. Aspiring Bachelor of Mass Media (BMM) students need to know what to expect from positions that require flexibility, quick thinking, and the capacity to meet deadlines.

Comprehending journalism

The need to report news as it happens is the primary principle of the media business. In order to ensure that their reports are seen by readers on time, journalists work under strict deadlines. Being able to identify what is newsworthy in a rapidly changing environment for keen awareness.

Time management

BMM Students should develop the skills necessary to set priorities, manage their time effectively, and stay focused in the face of distractions. This includes learning how to multitask effectively without sacrificing the quality of one's work.

Building a network

Journalists depend mostly on their network of sources to fulfill deadlines and cover news in a timely manner. Developing and sustaining connections with trustworthy contacts is essential to ensure prompt access to information when needed.

BMM aspirants should use the following strategies to stay agile and responsive in dynamic journalism roles.

Adaptability: As events occur quickly, journalism is, by its very nature, unpredictable. BMM aspirants should embrace flexibility as a fundamental and core competency. This means responding to unexpected changes in priorities, quick thinking to cover breaking events, and swift response to new developments.

Resilience: Journalism may involve a number of challenges, such as dealing with criticism, intense pressure, and unpredictable working hours. Students need to be resilient to overcome obstacles, learn from mistakes and stay goal-focused.

Skill development: Candidates should take the initiative to learn new skills, keep up with cutting-edge

innovations, and comprehend how the media landscape is changing. This helps them grow professionally and gives them the tools they need to meet the difficulties of a changing market quickly.

Digital knowledge:

As journalism moves beyond print, one should be up to date with multimedia journalism, including integrating interactive graphics,

podcasts, and videos into the narrative.

Understanding the critical role of social media in journalism is essential.

Further, the widespread use of smartphones has led to the rise of mobile journalism (Mojo).

When news is captured, edited, and shared straight from mobile devices, journalists can cover events quickly.

Thus, aspiring journalists must possess a proactive approach and a set of fundamental skills in order to succeed in the fast-paced field of media.

With the correct attitude and readiness, BMM students can start a rewarding career and make a difference.

Education

The writer is Managing Director, Target Publications Pvt. Ltd.

ON THE SHELF**Fluke: Chance, chaos, and why everything we do matters**

Deep dive into the phenomenon of randomness and unpick our neat and tidy storybook version of events to reveal a reality far wilder and more fascinating than we have dared to consider. The bewildering truth is that but for a few incidental changes, our lives — and our societies — would be radically different. Explore how our world really works, driven by strange interactions and random events. How much difference does our decision



to hit the snooze button make? Did one couple's vacation really change the course of the 20th century? What are the smallest accidents that have tilted the course of history itself? From the evolution of human biology and natural disasters to the impact of

global events on supply chain disruptions, every detail matters because of the web of connectivity that envelops us. What if, by exploding our illusion of control, we can make better decisions and live happy, fulfilling lives?

Author: Brian Klaas
Publisher: Hachette
Price: ₹1561

The Rumbling Earth: The Story of Indian Earthquakes

Like all other natural phenomena, earthquakes are part of life-sustaining forces — the creators of the mountains, valleys and springs or even deserts on Earth. The book takes the readers

revealed by archaeology, history and geology. It probes the causes and aftermath of the devastating Indian Ocean tsunami of 2004 and gives a glimpse of the past. Social life, trade, and livelihoods are woven into the seismic narrative, providing an understanding of the human connection with Earth's dynamic forces. The high-impact earthquakes will happen, but they need not always end up as human catastrophes. A riveting story of the earthquakes, their science, history and impact.

Authors: C.P. Rajendran and Kusala Rajendran
Publisher: Penguin
Price: ₹599