

BIDRI CRAFT

Craft Cluster Document

Contents

- 02 Behind the Brand
- 05 Vision and Mission
- 07 Our Production Process
- 09 Our Future Collections
- 12 What Sets Us Apart





What is Bidri Craft ?

The Bidri art form is an elegant metal handicraft that is created using intricate inlay work of silver and gold, on an alloy of zinc and copper, where the zinc gives it a rich black colour.

Bidri craft gets its name from Bidar, located in Karnataka. The artisans create unique designs consisting of flowers, leaves, symmetrical geometric patterns, stylized plants, and figures. Bidri ware is used to make different products like Hookahs, vases, plates, and paanholders

The Salar Jung museum possesses many household Bidri items.

Origin & History --- OF BIDRIWARE

Bidriware is known to have its roots in Ancient Persia but it developed and flourished in Bidar under the Bahmani Sultanate.

Copper inlaid objects were owned by wealthy people in palaces and merchants' dwellings throughout the Abbasid period in Persia (750-1258 A.D.). As the technique grew popular, silver and gold inlay also began and started being practiced in Islamic lands.

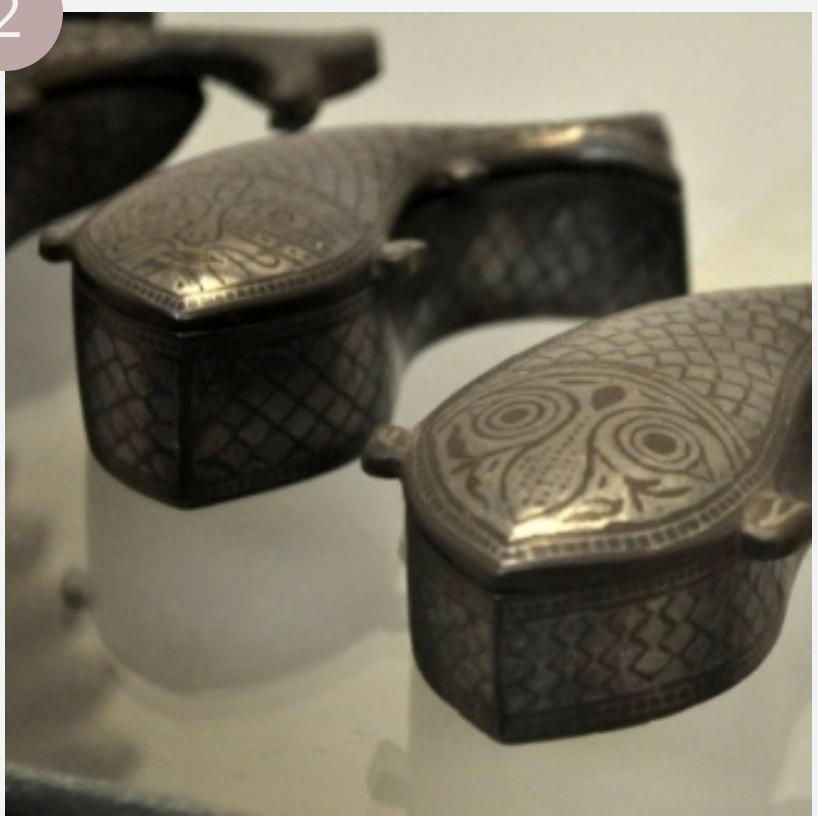


1



Poppy flower-bud motif in Mughal design from 18th century versus today

2



Fish shaped boxes from Lucknow

There's a high possibility that the art was brought by Iranian craftsmen migrated to the deccan regions. The Bahmani sultan allowed and invited lots of craftsmen in settle in their kingdoms. Bidri art travelled across many regions before it touched down in Bidar.

Bidar, is now in Karnataka state in southern India. Bahmani's ruled Deccan region in the 14th and 15th century. It is said that the Bahmani's encourages art and took special interest to promote the same.

In Bidri's journey from Persia to Bidar, it adapted to various cultures & absorbed lots of influence. It had a mix of Persian and Arabic styles which soon fused with local style. By the 19th century, other parts of India like Lucknow, Murshidabad also started producing Bidri art. Every region has subtle differences in the style due to different influence.

Due to the intricate work, pricey material and long process, Bidri was naturally quite expensive and only royals & people from the upper class could afford it for the longest time.

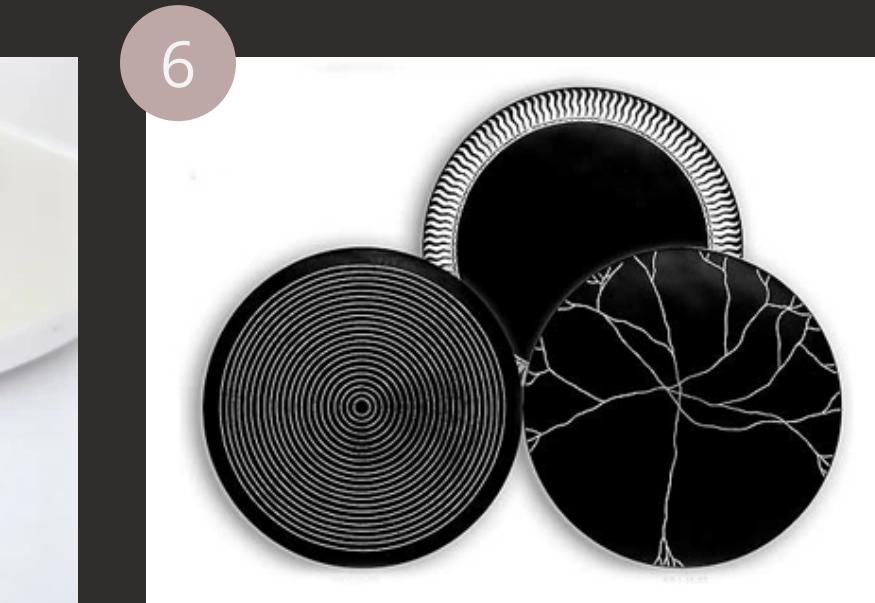


Modern Interpretations

OF THE CRAFT

The craft has always had particular designs inspired by Persian art. Its floral motifs are quite prominent. Even though these designs have been used for decades artisans are now trying out different designs to fit the modern world. They have been experimenting with motifs that appeal to the younger generations as well.

Bidri craft originally started with basic home accessories like utensils - pots, vases, etc, but now it has expanded into more diverse and modern objects like the ones mentioned below.



1. Bidri craft bracelet
2. Bidri craft candle holder
3. Bidri craft bluetooth speaker case
4. Vidri craft ash tray
5. Bidri craft necklace pendant
6. Bidri craft wall hangings

Process of the craft



Step 1

Mould Making

A mould is made from a mixture of dirt, castor oil, and resin.



Step 2

Melting the alloy and casting the article

A molten metal alloy of zinc and copper (in the ratio of 16:1) is poured into this mould. Different metal cast parts need to be welded together to produce one unified product



Step 3

The design is engraved

The engraving instrument, a kalam or metal chisel with varying forms and points, is used to engrave the free-hand drawings. Various Mughal-inspired themes as flowers, Geometric Designs and so on.



Step 4

Putting the design together

Silver sheet or wire is used for inlaying, and it is inserted deftly and skillfully in the carved grooves. The surface of the inlaid artwork is then polished to smooth it out.



Step 5

Oxidizing

A specific sort of soil is used that is only found in the lighted areas of the Bidar fort. Some artists believe that the soil has been exposed to sunlight and rain for years and hence has excellent oxidizing characteristics. The soil is combined with water and ammonium chloride to make a paste that is then rubbed over a heated bidri surface. The paste darkens the body selectively while having no effect on the silver inlay.



Step 6

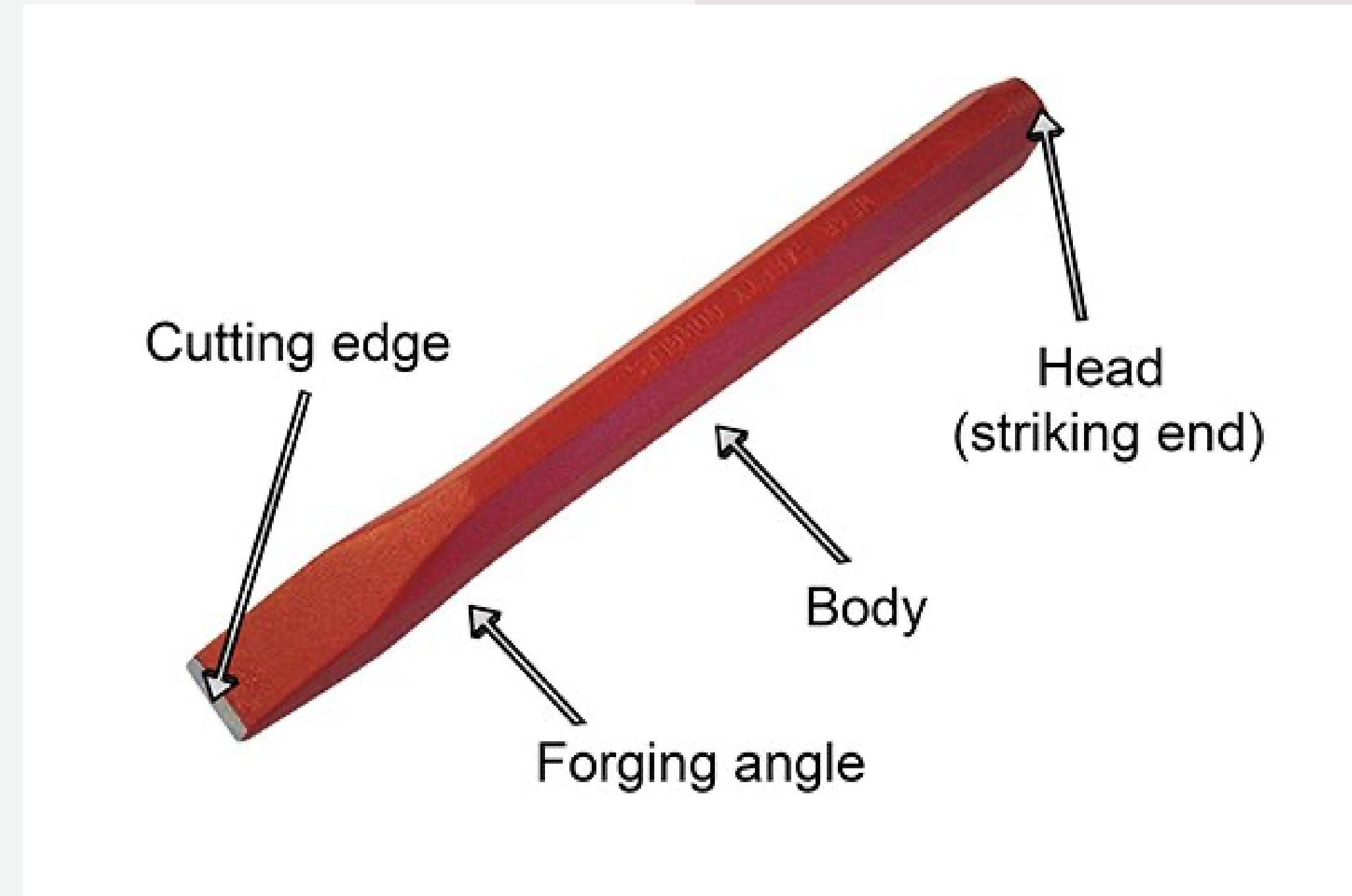
brighten the black surface

The final piece is rubbed with coconut oil to brighten the black surface.



Carving Tools

TOOLS USED WHILE ENGRAVING AND INLAYING PROCESS.



Chisel is used to engrave the design on the article.

Types of chisel

flat chisel is used in various ways like smoothing out or more roughly to shape quickly. →



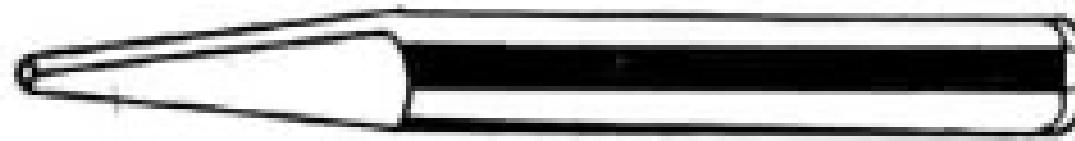
Flat Chisel

Half round chisel Used for cutting round and semi circular grooves for oilways in bearings →



HALF ROUND CHISEL

cross cut chisel is used for cutting grooves and slots. The blade narrows behind the cutting edge to provide clearance ←



Cross Cut Chisel

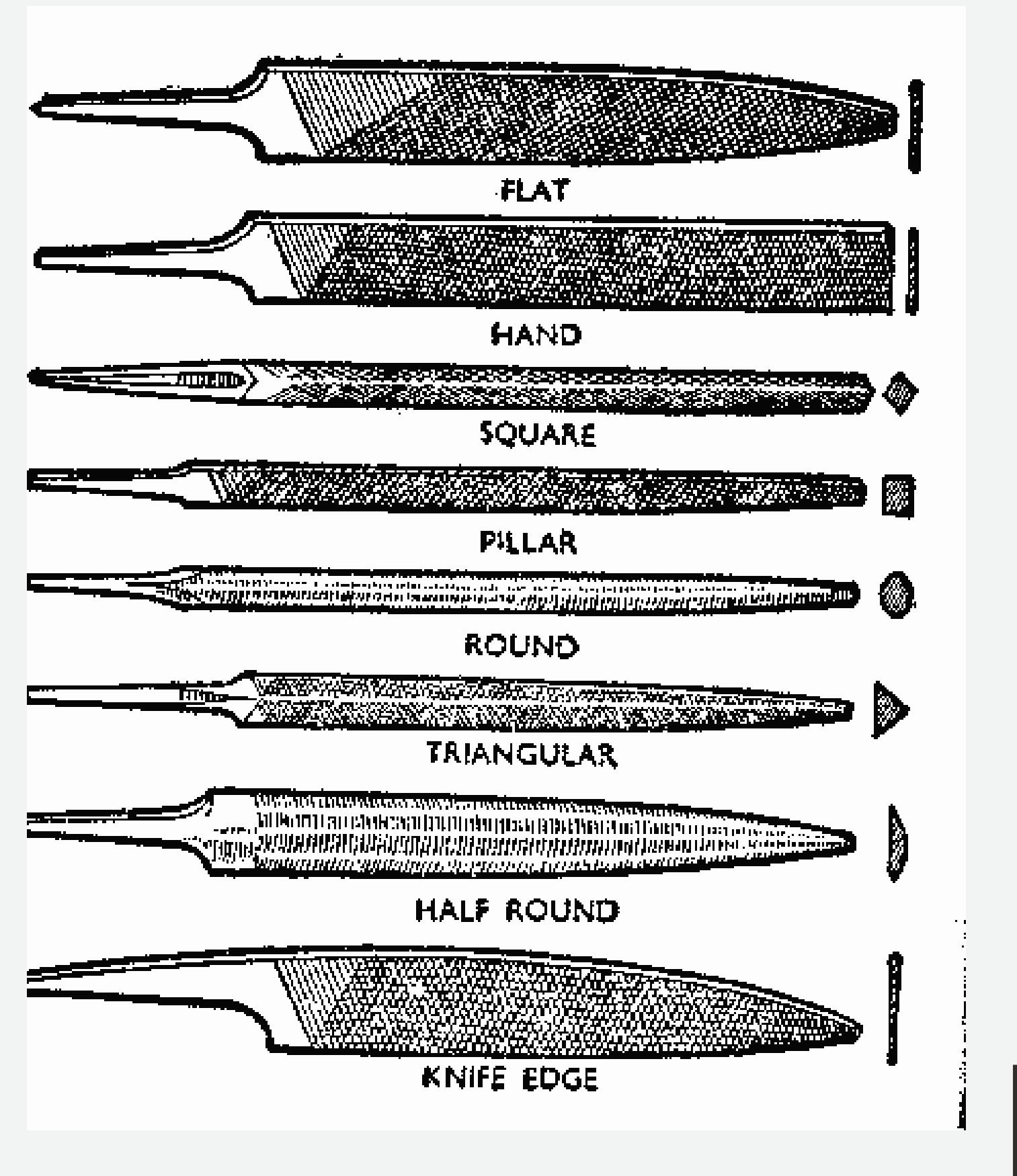
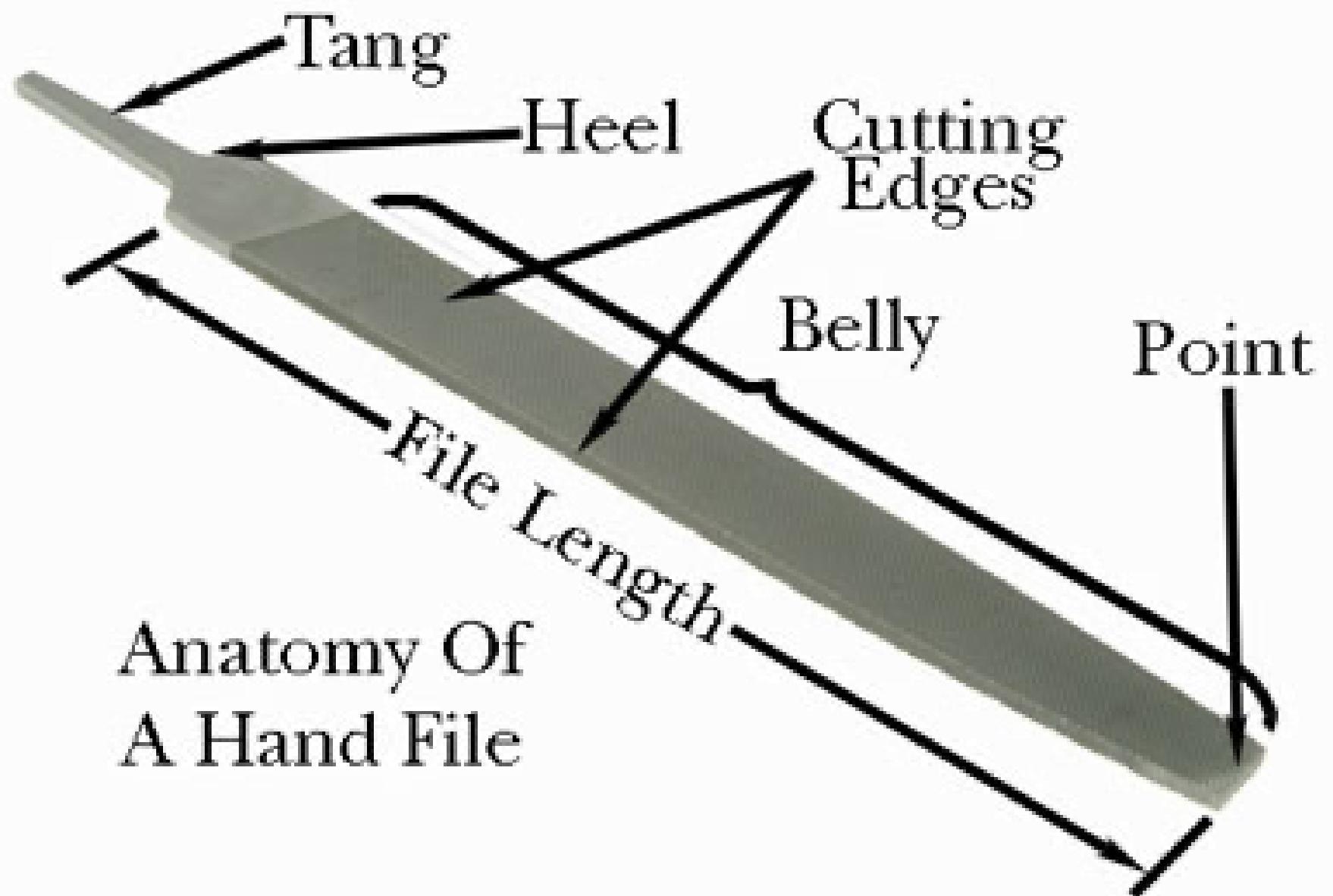
Diamond pointed chisel is used for cutting V-shaped grooves. ←



Diamond Point Chisel

File

file is a tool used to remove fine amounts of material from a workpiece such as metal, wood etc.



Hammer

hammer is a weighted "head" fixed to a long wooden handle that is swung to deliver an impact to a small area of an object.



Rasp

Rasp teeth cut individually, and they look like file and the main difference between both is tooth configuration



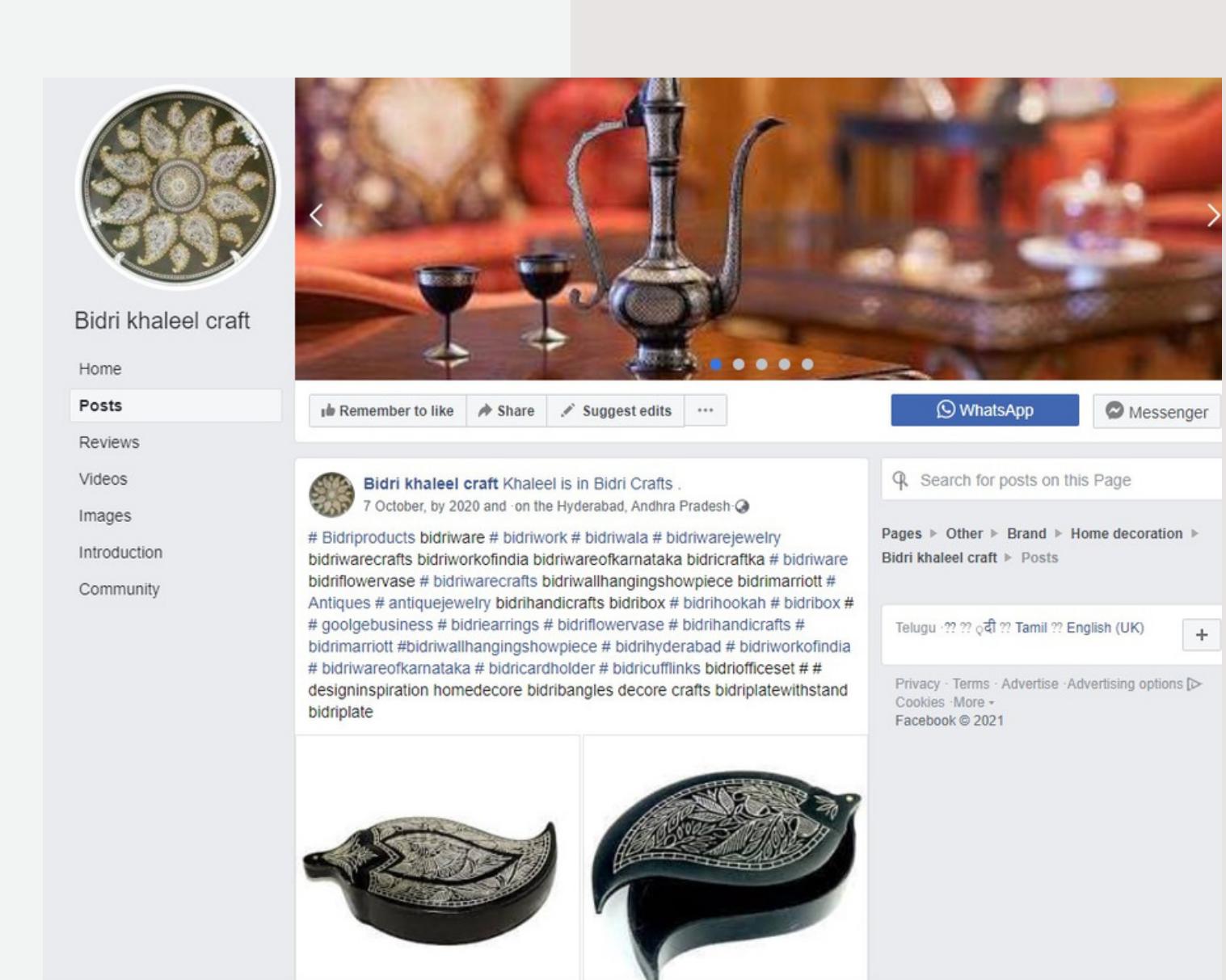
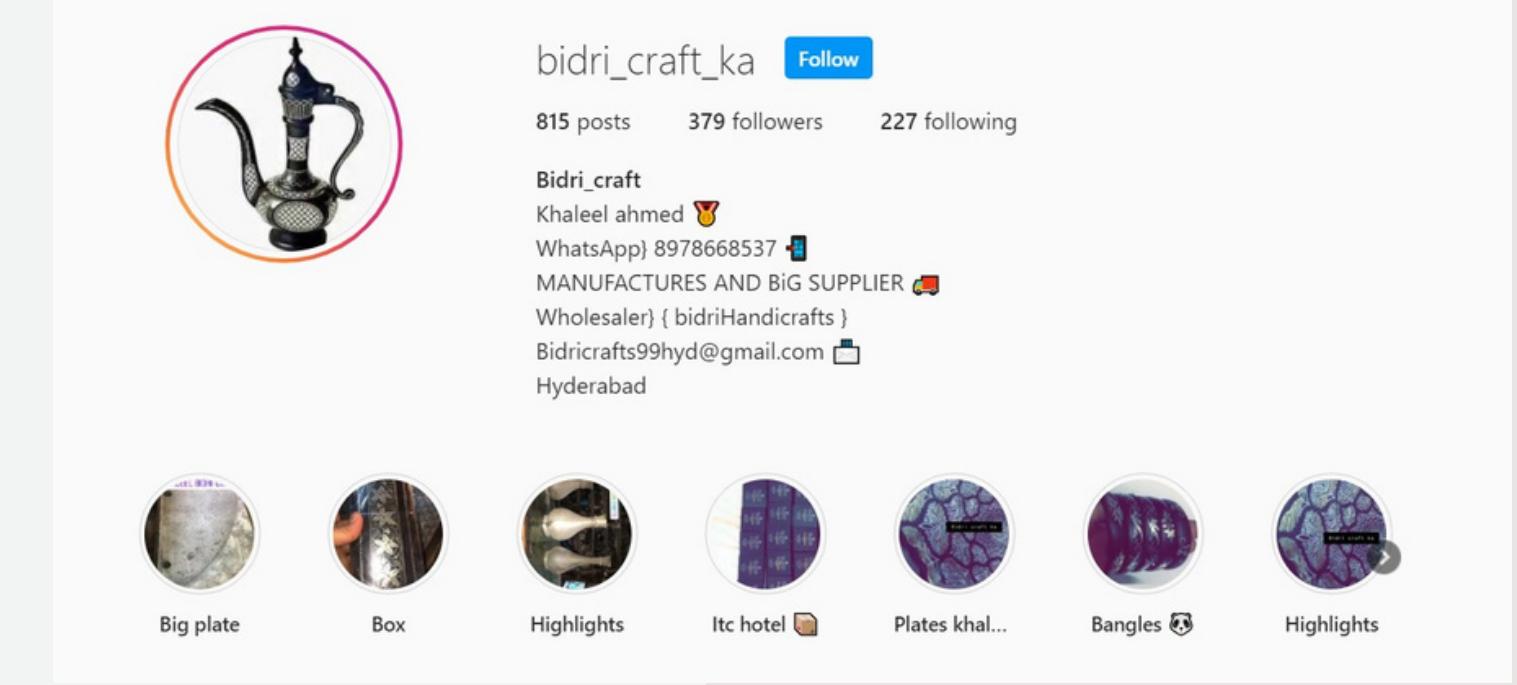
Buffing Machine



Different types of buffing blades are used to smoothen the surface of the object

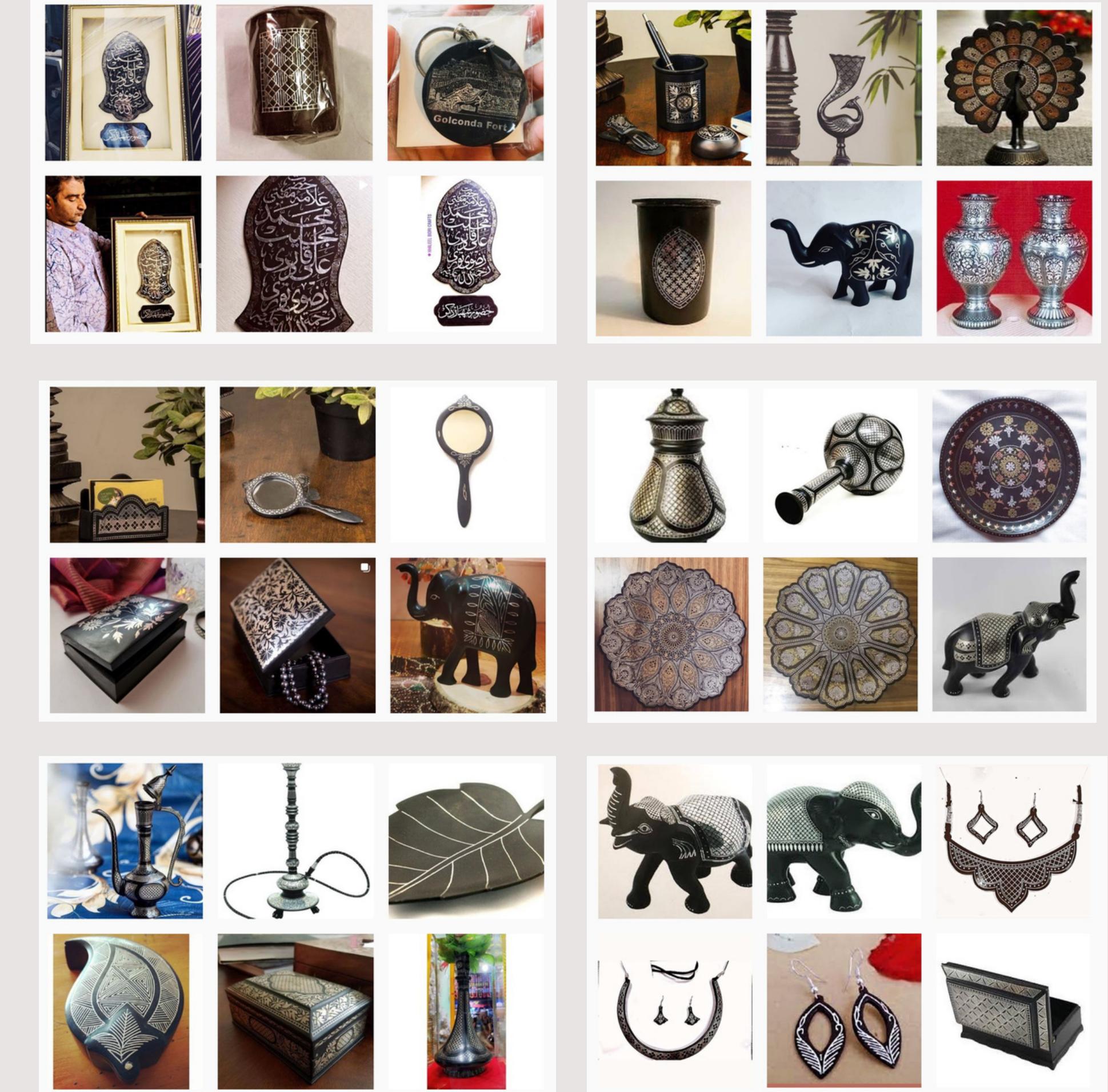
Promotion

Khaleel Bidri Crafts has two social media accounts: an Instagram (@bidri_craft_ka) and a Facebook (Bidri Khaleel Craft).



Their creative selection of works connects with the audience and piques interest in the craft.

They also regularly upload videos of their process and shorts of any big projects they're currently doing. This lets the audience know where their product is coming from and provides valuable insight into the shop's inner workings.



Photos from their Instagram feed (@bidri_craft_ka)