

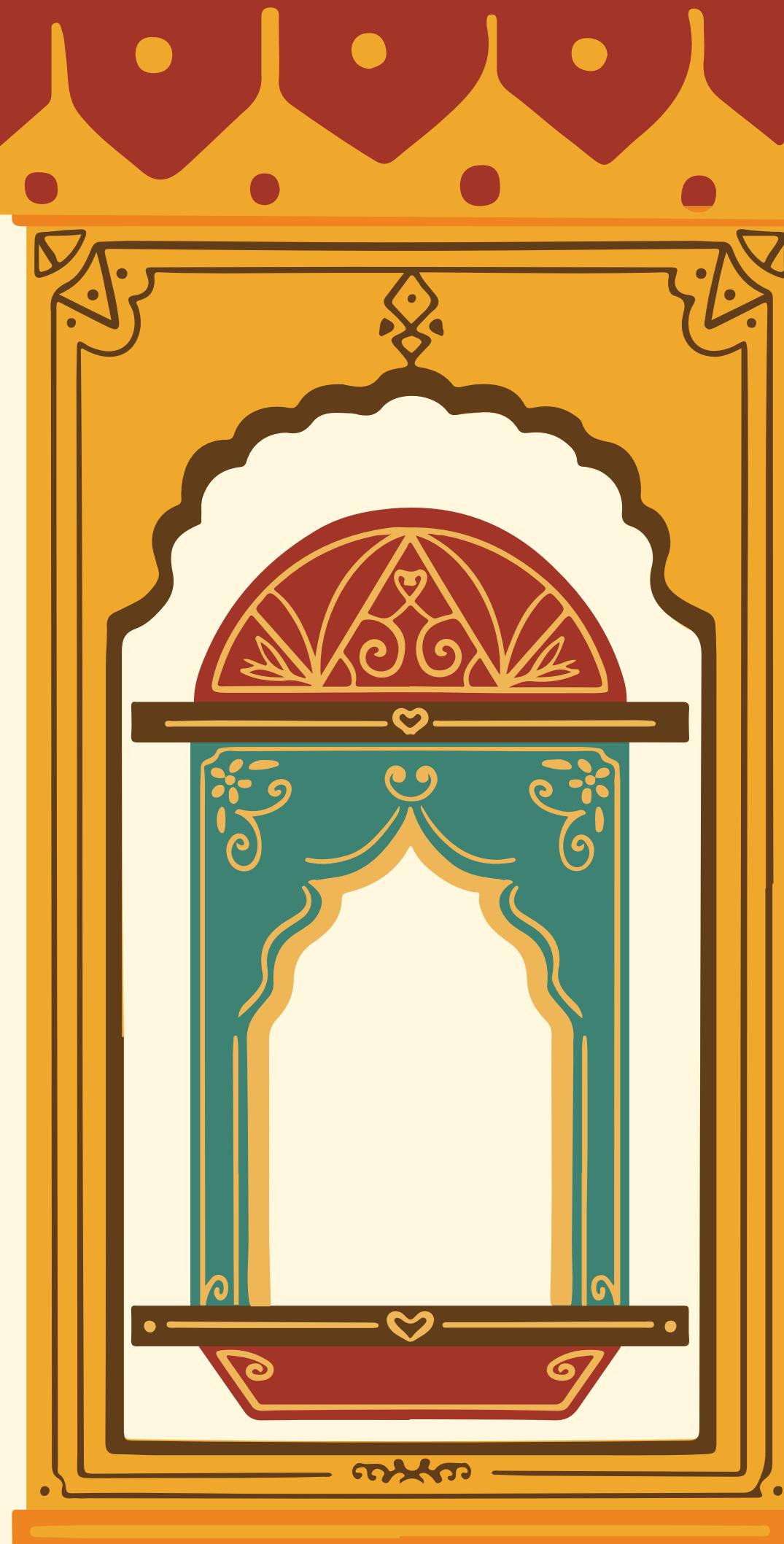
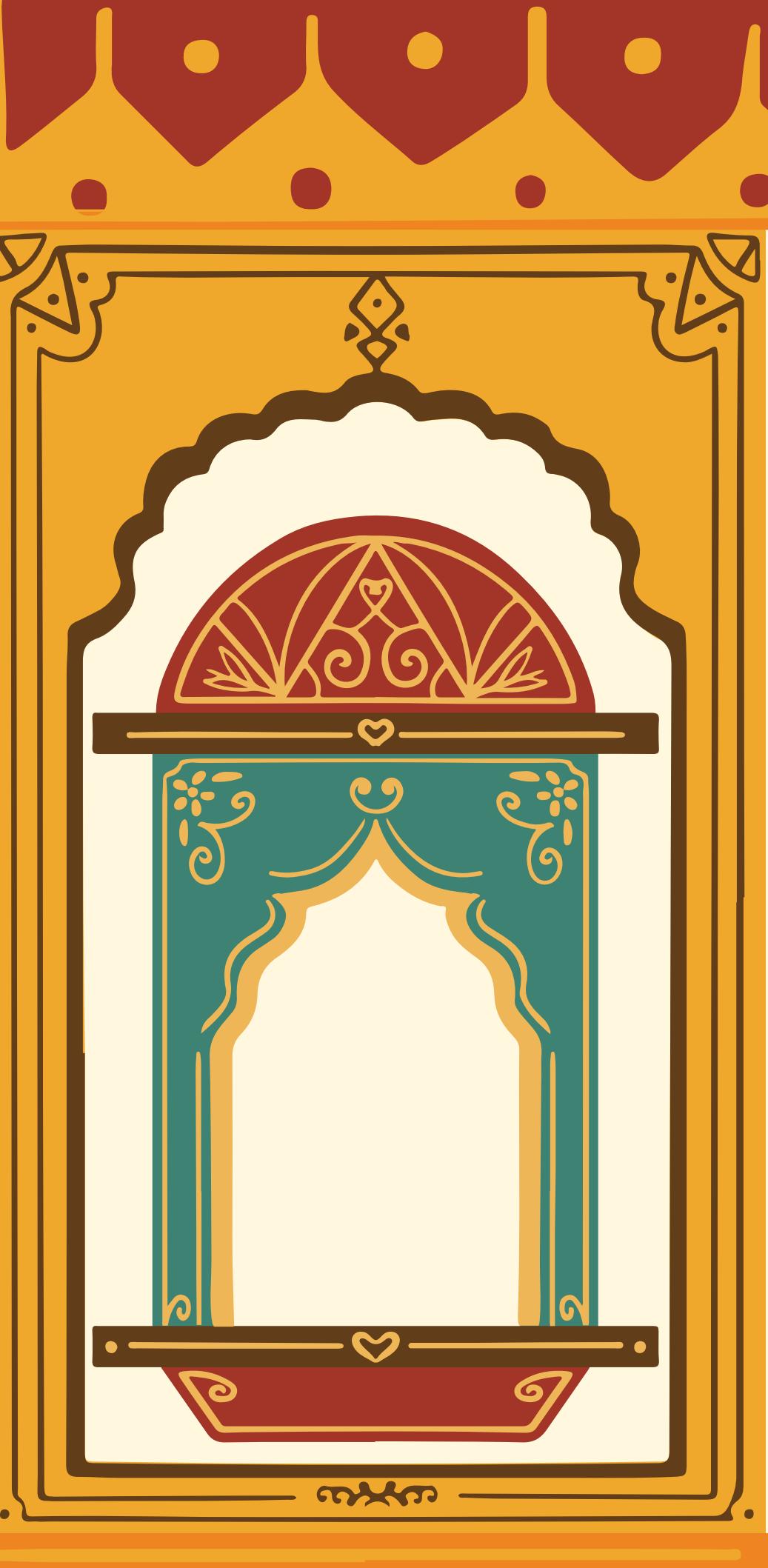


CRAFT CLUSTER 2021

GULBAHAR

from the Gardens of Sanganer





“A cup of tea is only as good as the ingredients you put in it and the process of making it, it is the same with this craft. If you hurry the process and do not allow the tea to boil properly, you will only be left with a distasteful morning. You have to trust the process, have patience and let the beauty unfurl in front of you.”

- Mr. Rajkumar Pandey

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THE CHHIPPAS

MYTHS AND LEGENDS

The Sanganeri block printers are said to be followers of the famous saint Namdev and are known as 'Chhippa' or 'Namdev Chhippa'. There are multiple versions of interesting myths and legends related to this.



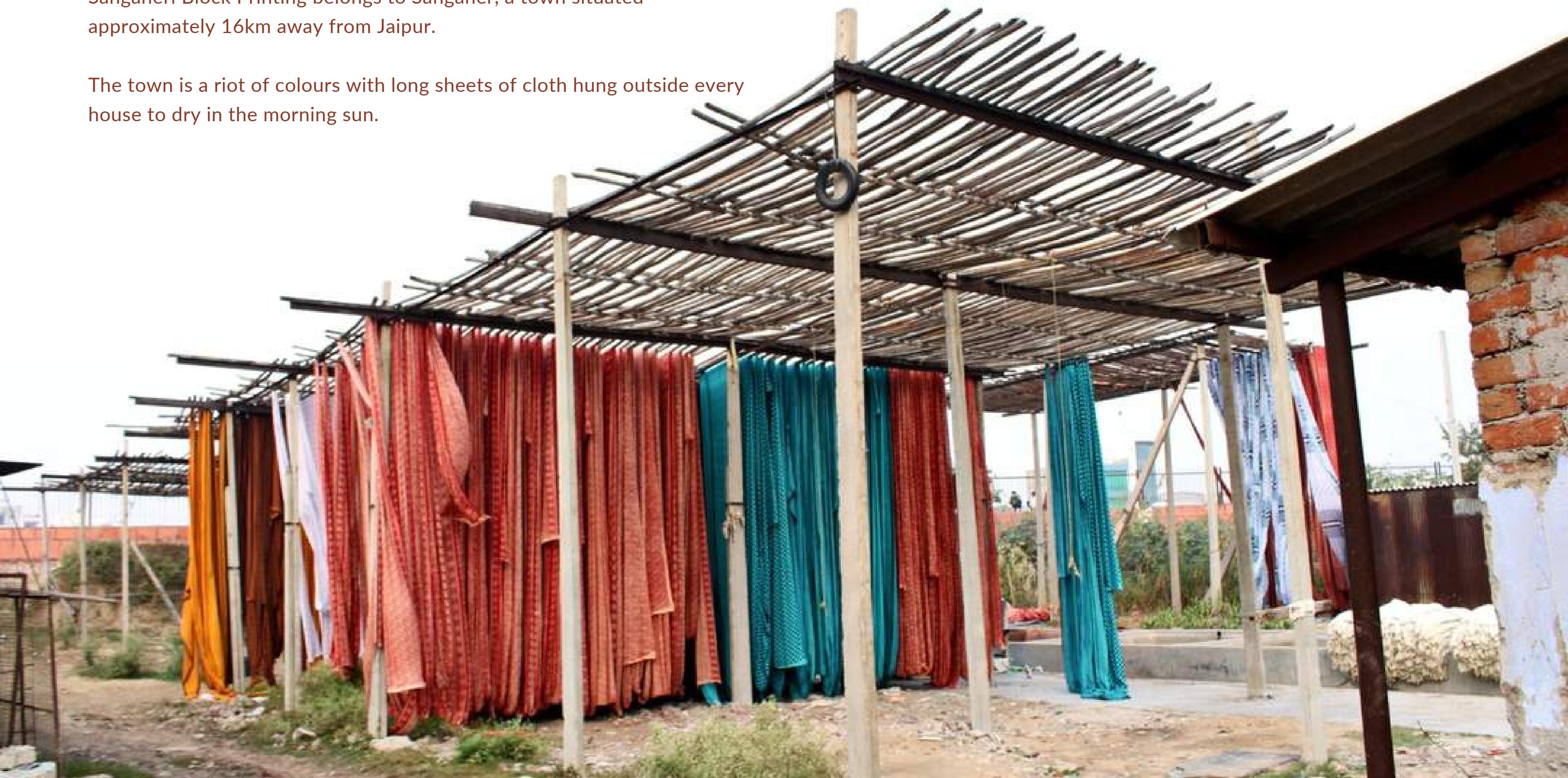
SANGANERI HAND BLOCK PRINTING

ABOUT THE CRAFT

From dexterously carving a wooden block to transferring vivid impressions to create beautiful textile surfaces, there is a plethora of wisdom embedded within the very fabric of this age-old craft.

Sanganeri Block Printing belongs to Sanganer, a town situated approximately 16km away from Jaipur.

The town is a riot of colours with long sheets of cloth hung outside every house to dry in the morning sun.



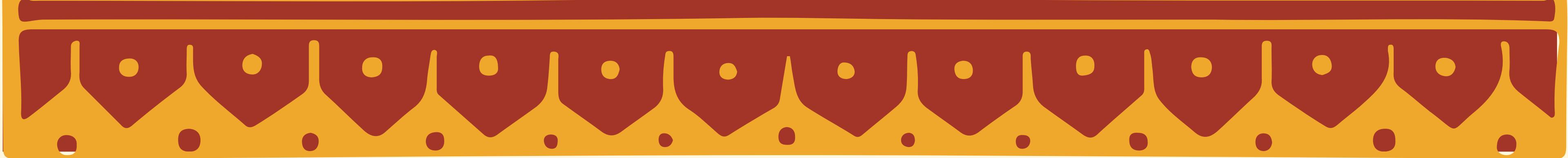


HOW IS IT DIFFERENT?

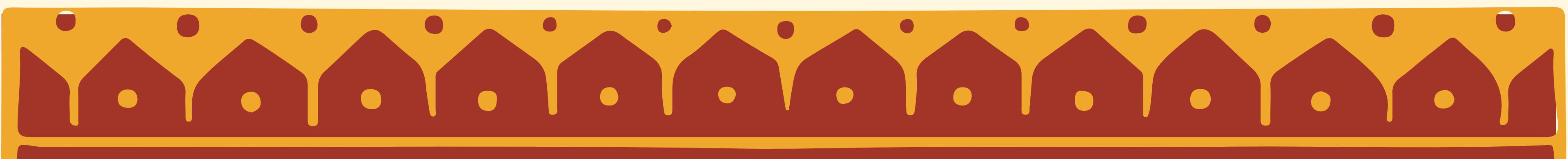
Sanganeri prints are believed to have been around for more than five centuries. The characteristic trait of Sanganeri hand block print is that it uses a pure white base fabric on which delicate and detailed floral trellis patterns are printed.

Each motif is brought to life through a unique interplay of fine craftsmanship and rich colours. The artisans of Sanganeri employ a special technique where the outlines are first printed, then filled in and repeated in diagonal sections.





The distinct motifs and unique techniques have won Sanganeri hand block printing from a small town in the south-east of Jaipur a very special status in International art & craft. It was granted the Geographical Indication (GI) Tag in 2010.





HISTORY

- It is believed that the artisans, who belong to the Chhippa community, draw lineage from the artisans of Kathiawar in Gujarat, and historical records also support their Gujarat connection.
- The social upheavals that occurred during the wars of the Mughals and the Marathas in the mid 17th century, followed by incursions of ideas between Gujarat and Rajasthan fostered aesthetic similarities in their craft.
- Selected for its abundance of soft water and clay suitable for the process of sun bleaching fabrics, Sanganer was developed into a major printing centre under the patronage of the Jaipur royal family.
- It is possible that Sawai Jai Singh (1700-44), who founded the city of Jaipur in 1727 A.D. and promoted various crafts in his kingdom, contributed to the growth of textile printing in Sanganer during the early 18th century.
(Jasminder Kaur, 2017)





MOTIFS

Sanganeri hand block prints are renowned for their finesse in small, decorative and delicate floral patterns printed on fine cotton, known as Buti and Buta, Bel and Jaal.



Buta and Buti

Kamal Buti
Genda Buti

Bichoo Buti
Singh-Bal Buti



Bel (creepers)

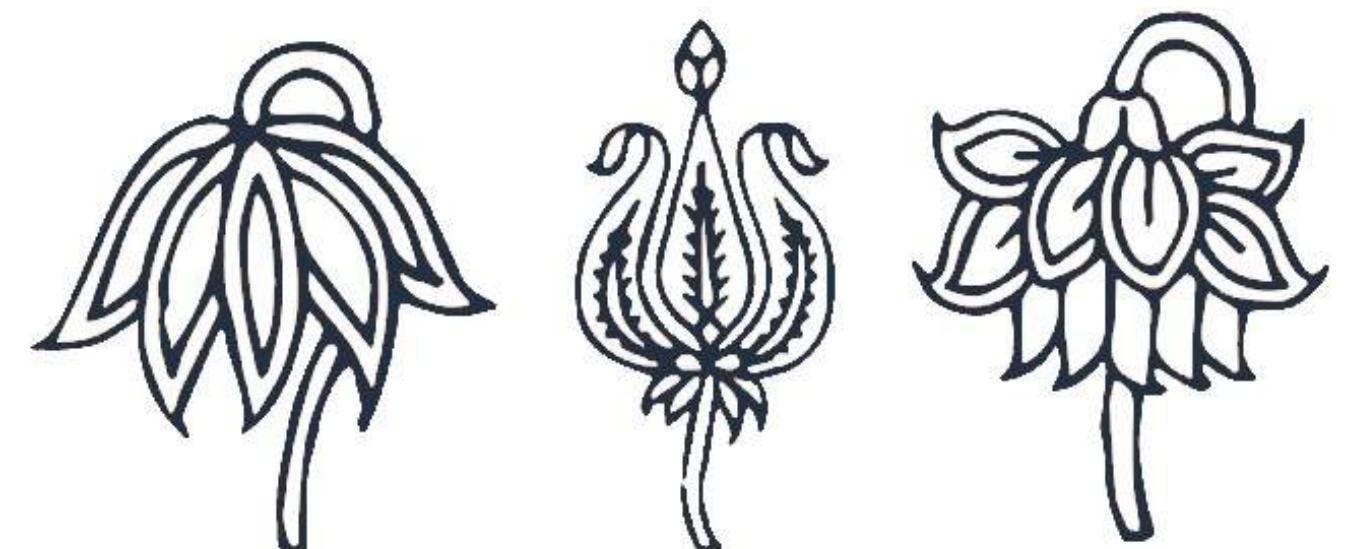
Kangura Bel
Keri Bel
Suga Bel
Dakh Bel



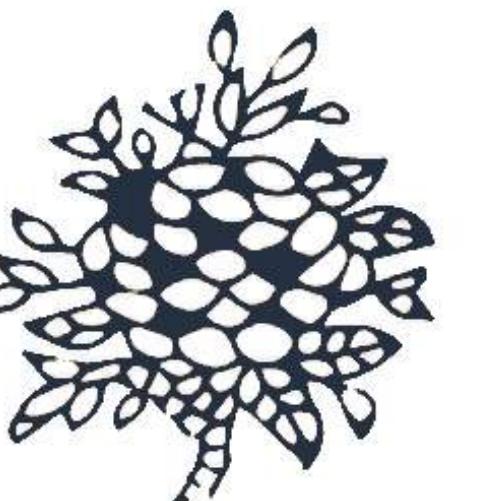
Jaal (net)

Keri Jaal
Gulaab Jaal
Patti Jaal
Hiran Jaal





Kamal Buti



Cabbage Rose Buti



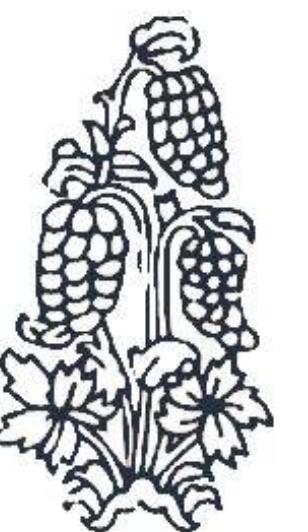
Bichoo Buti



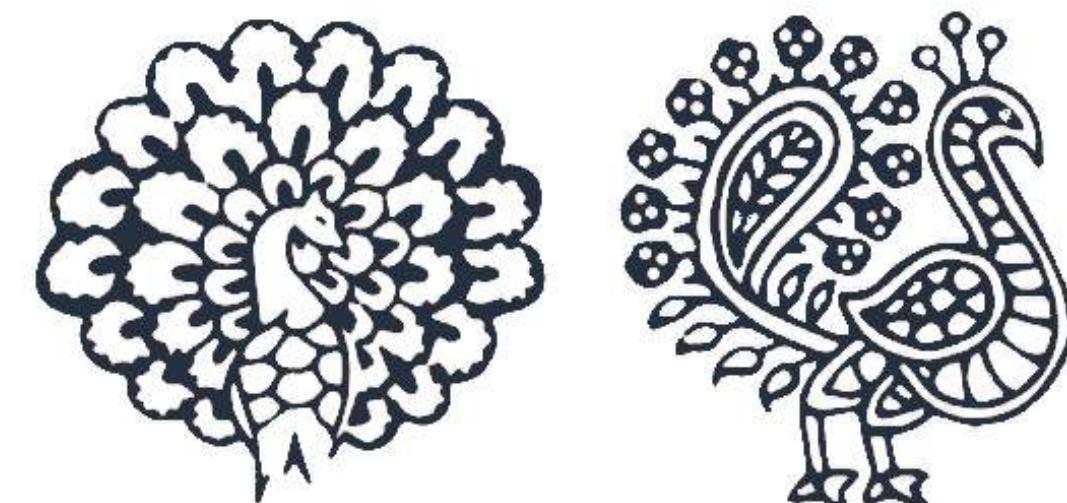
Kharbuja Buti



Sosan Buti

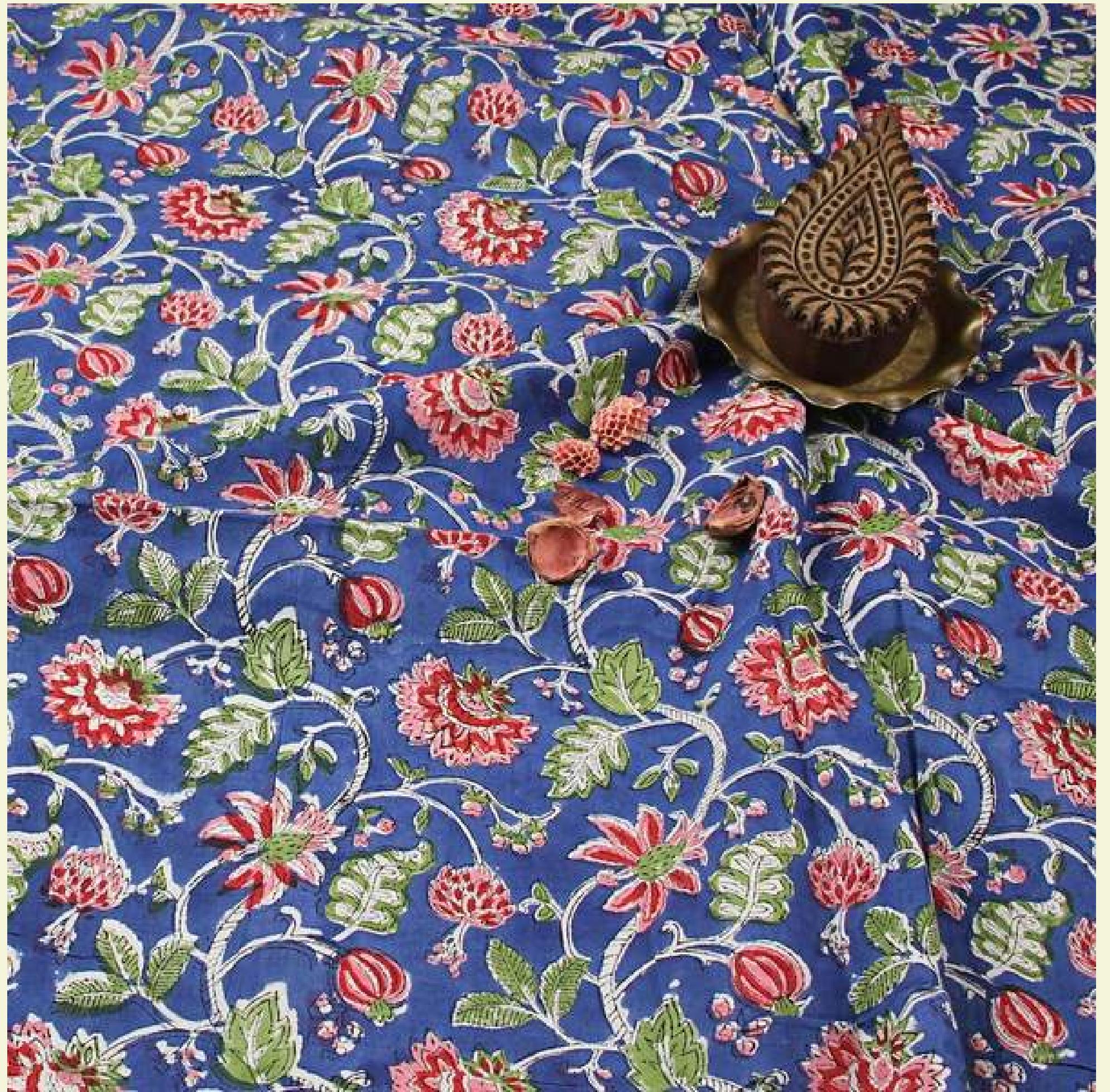


Dakh Buti



More Buti







These patterns consist of intricate motifs inspired by a variety of flora and fauna. Supplied with a generous amount of influences from the Mughal era, English and Dutch East India Companies and European culture, an extensive and unique motif vocabulary has developed in Sanganeri prints.

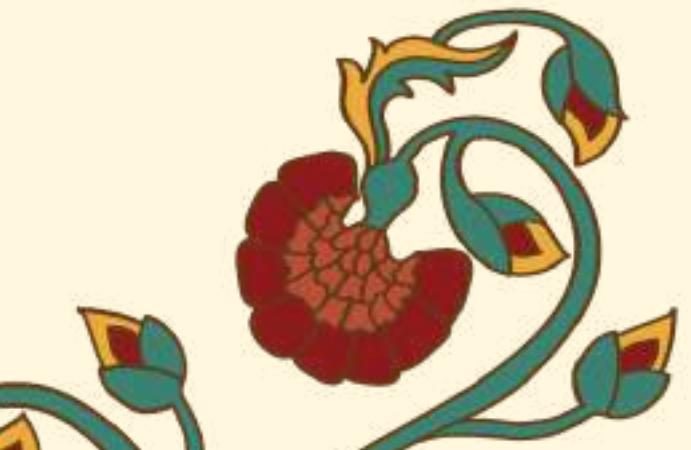
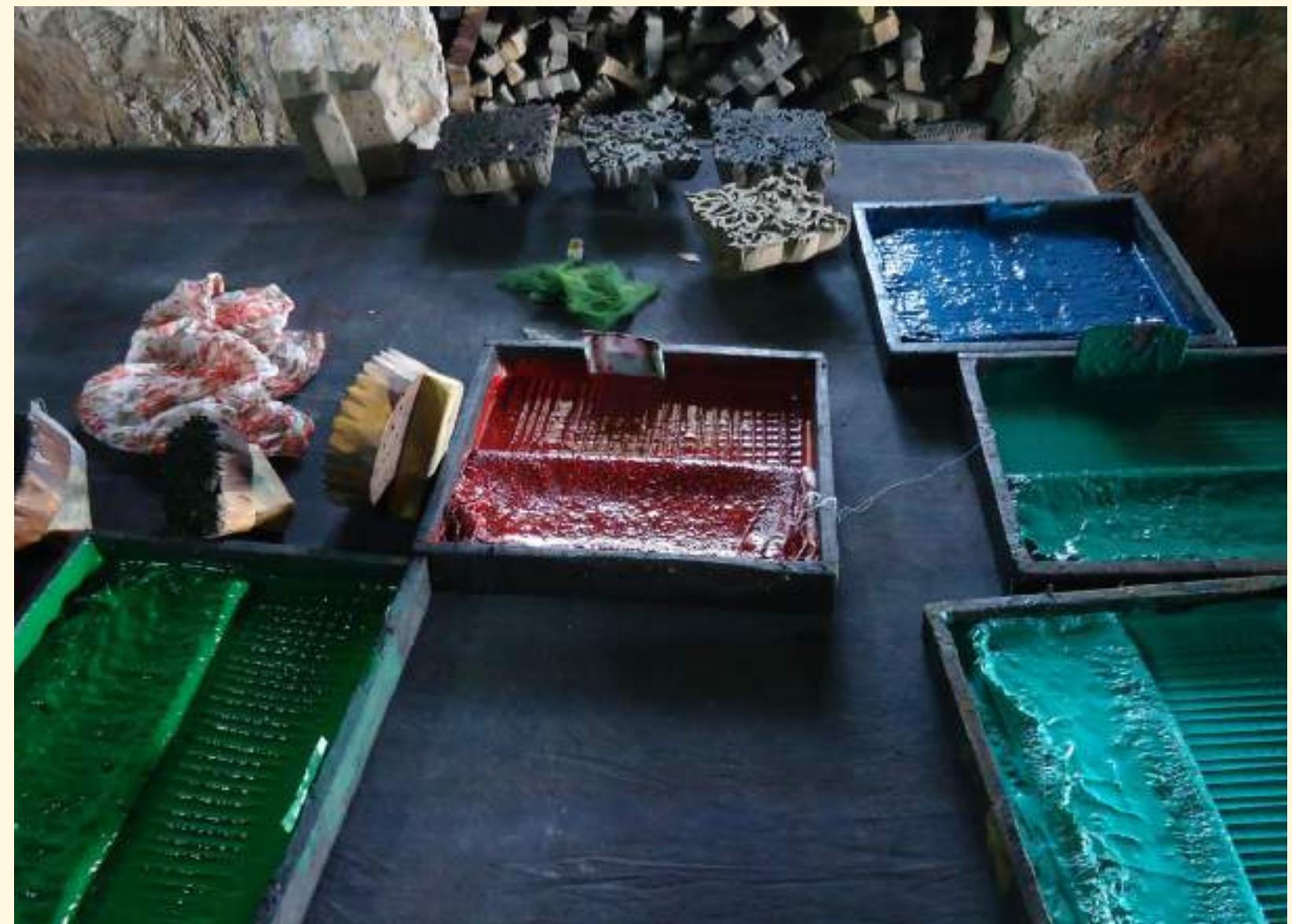


PIGMENTS

While presently, synthetic and chemical dyes are mainly used for Sanganeri printing to meet the growing demand for unique colours from consumers, the traditional Sanganeri printing used natural dyes.

These dyes were derived from natural sources like yellow from turmeric, blue from the indigo plant, black from rust iron, and so on. Red and black were the most common colours used throughout the state of Rajasthan, followed by yellow, blue and green.

Apart from being eco-friendly, these colours had immense medicinal value.





PROCESS



Step 1: Hari Sarana

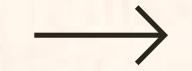


Step 2: Marking



Step 3: Chapaai

PROCESS



Step 4: Sukhaai



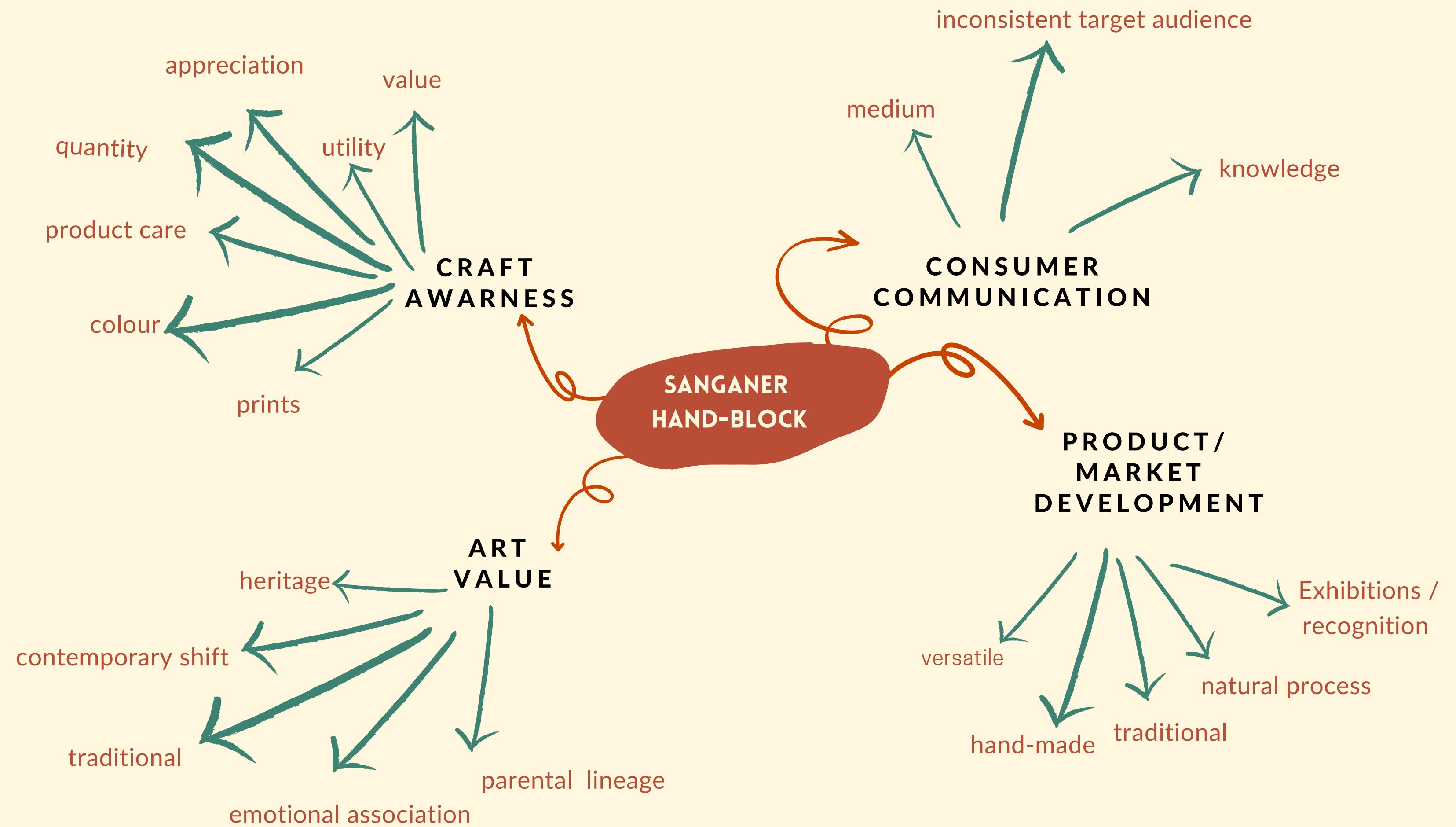
Step 5: Dhulaai



PRESENT STATUS

From all the experiences and knowledge, all the artisans have concluded mutual interests and facts about the current status of the craft in India. They need all the support and enthusiasm from people to help them keep the craft alive because the government helps the artisans with the way of The Artisan Card only, they do not get any other help from the government.

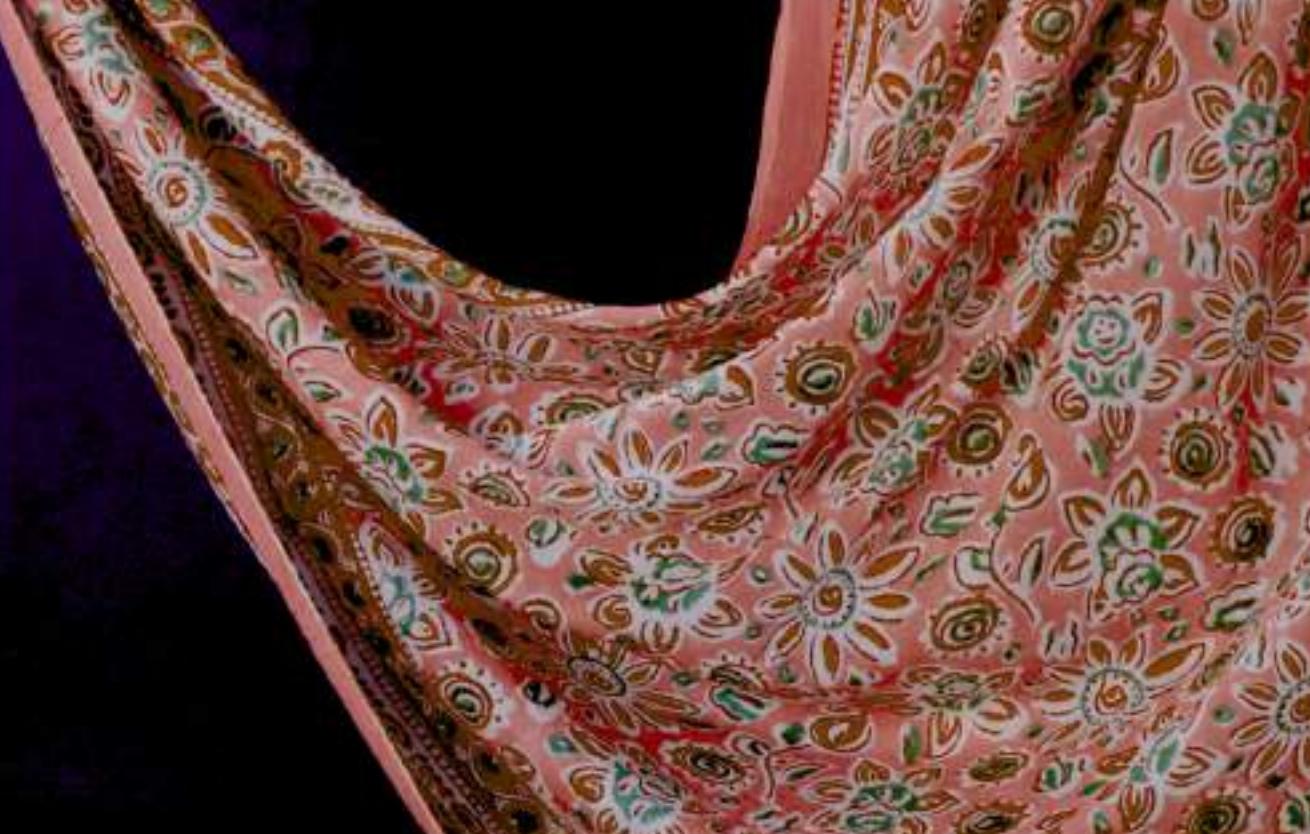






PROJECT DELIVERABLES

Concept Development



BRAND TONES

Elegant

Intricate

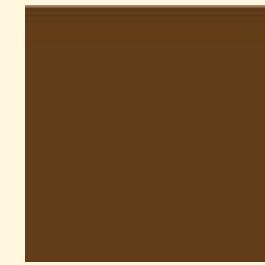
Royal

Intricate

Dexterous

Vibrant

COLOUR PALETTE



5f3b18



8c1a1a



3b8272



eaab3a



f1c16d

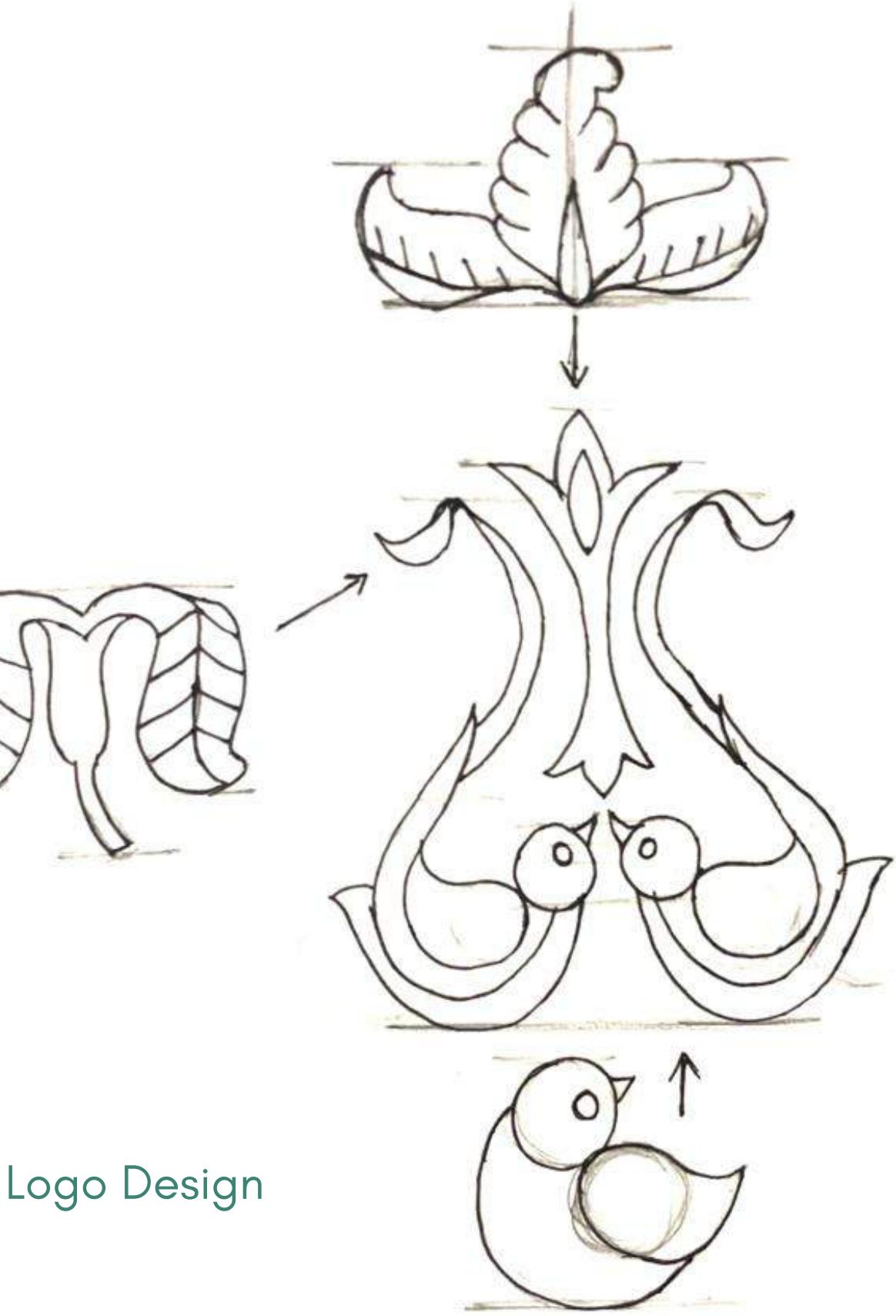
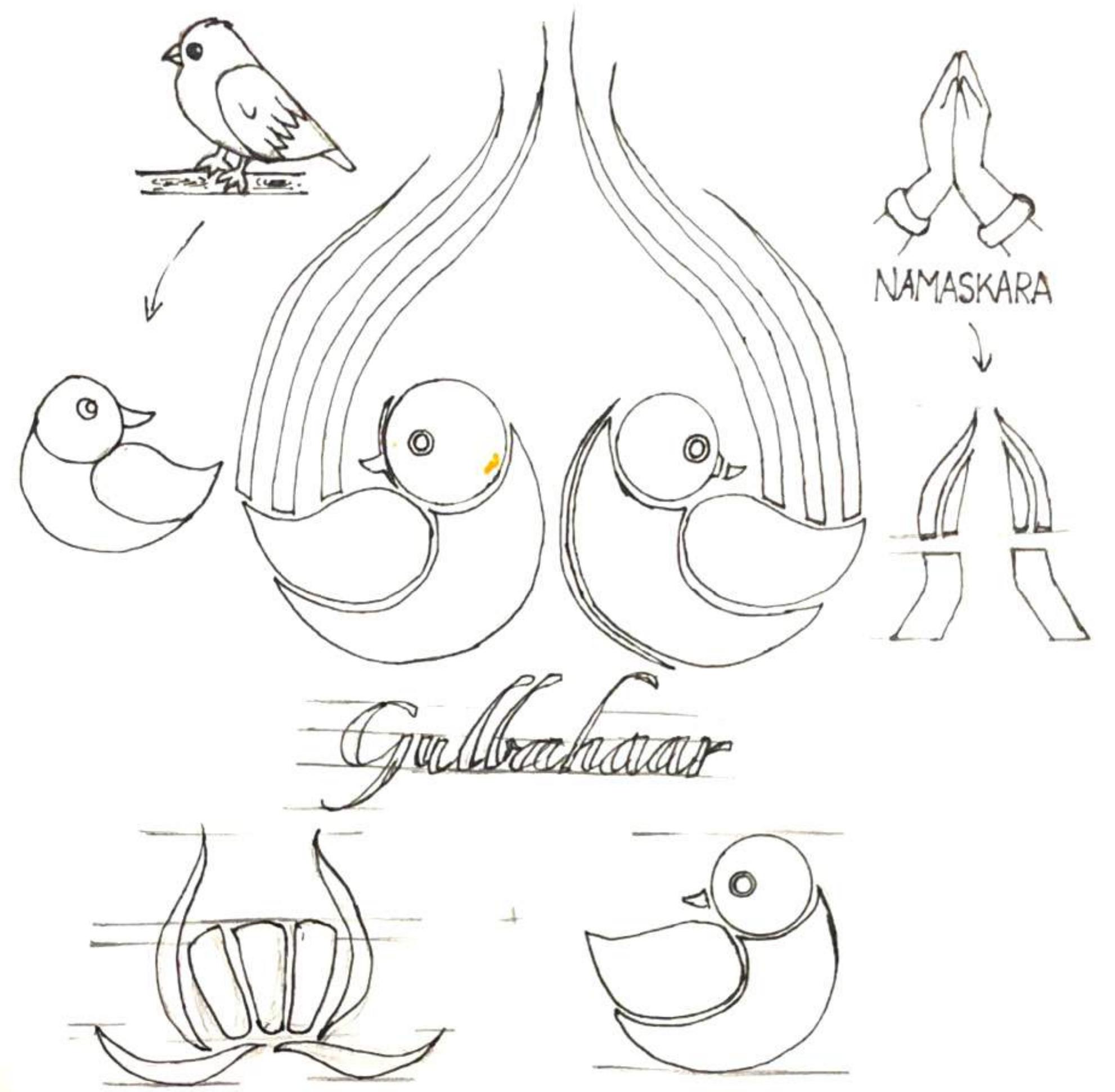
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HEADINGS

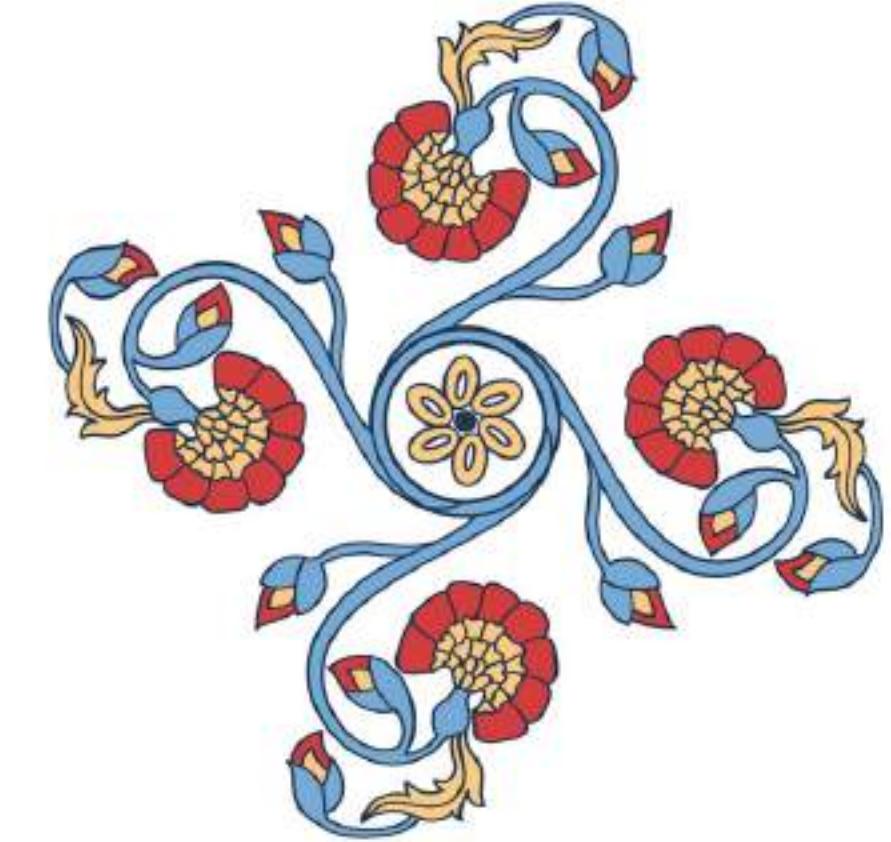
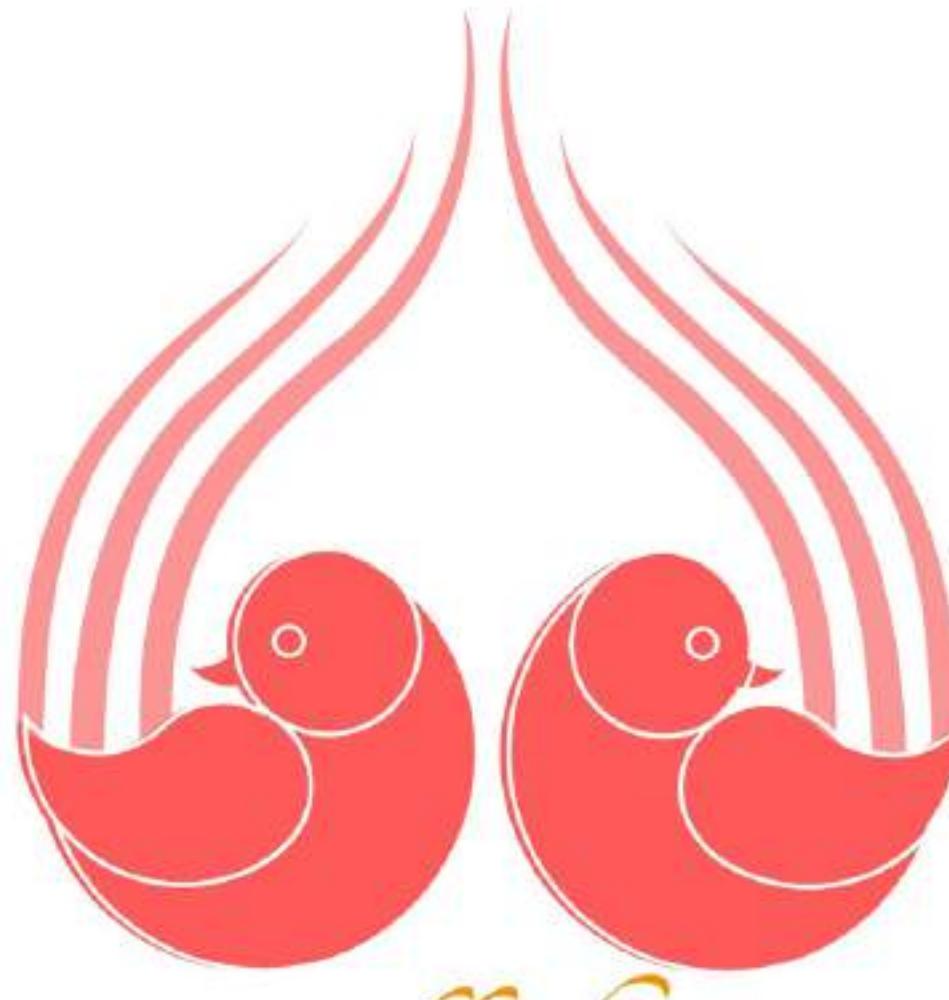
MN Bangla

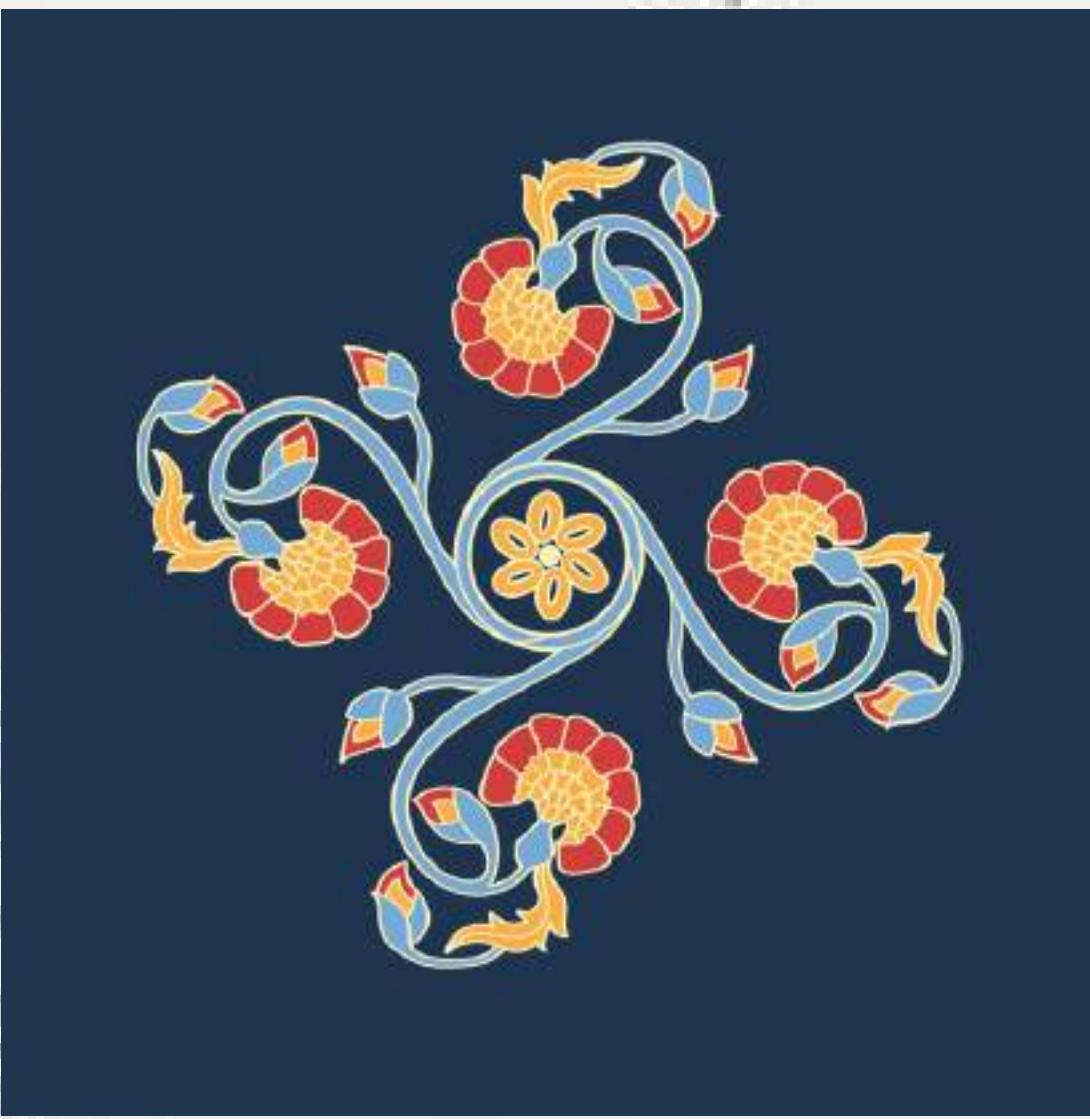
BODY

LATO



LOGO EXPLORATIONS







Logo Animation



AR Price Tags



गुलबहार



**Design Proposal
for Price Tags**

Features:

Engaging and interactive platform powered by Augmented Reality

It aims to establish an emotional connect between the artisans and consumers



STYLE NO:
SIZE:
QTY NO:
MRP:

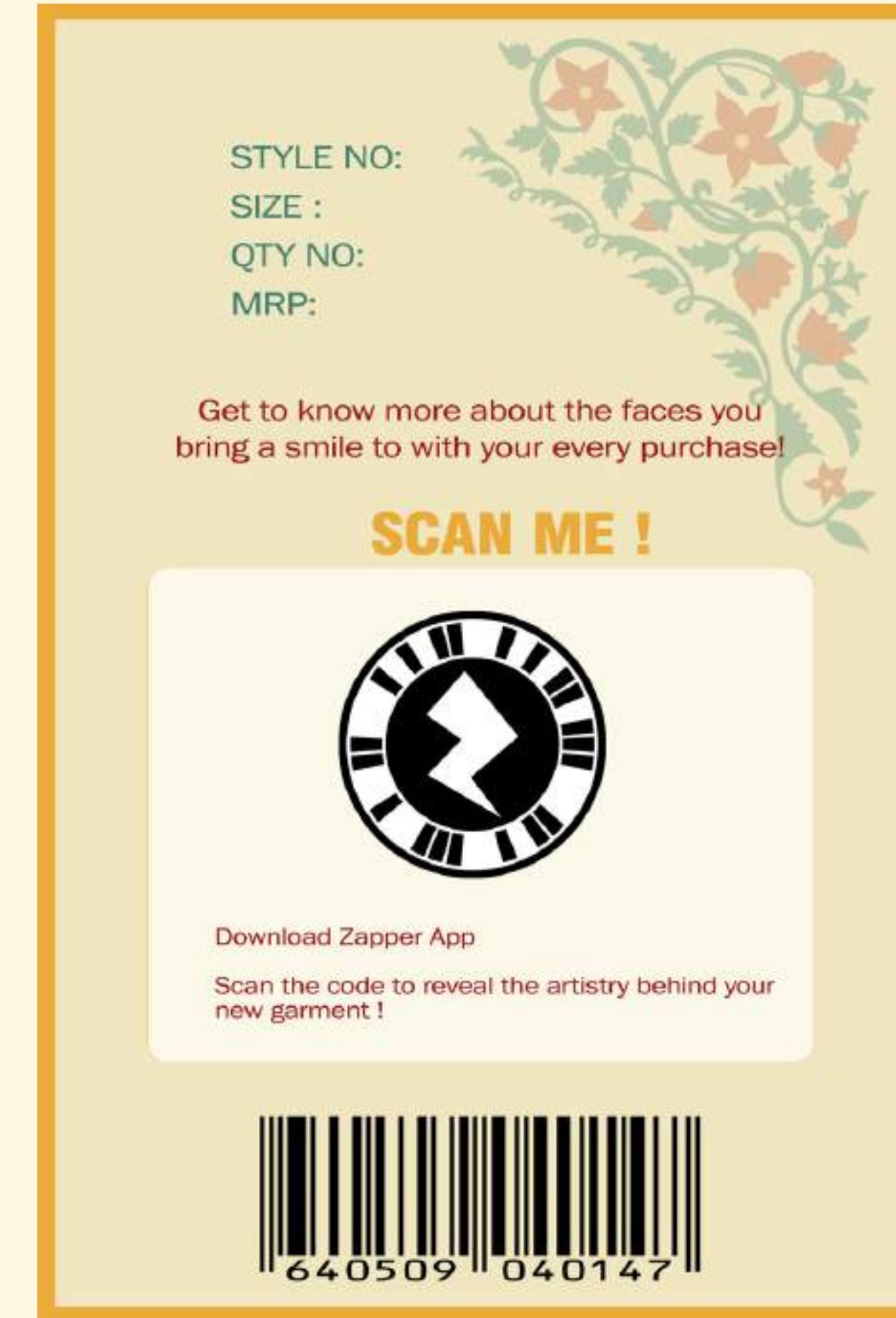
Get to know more about the faces you
bring a smile to with your every purchase!

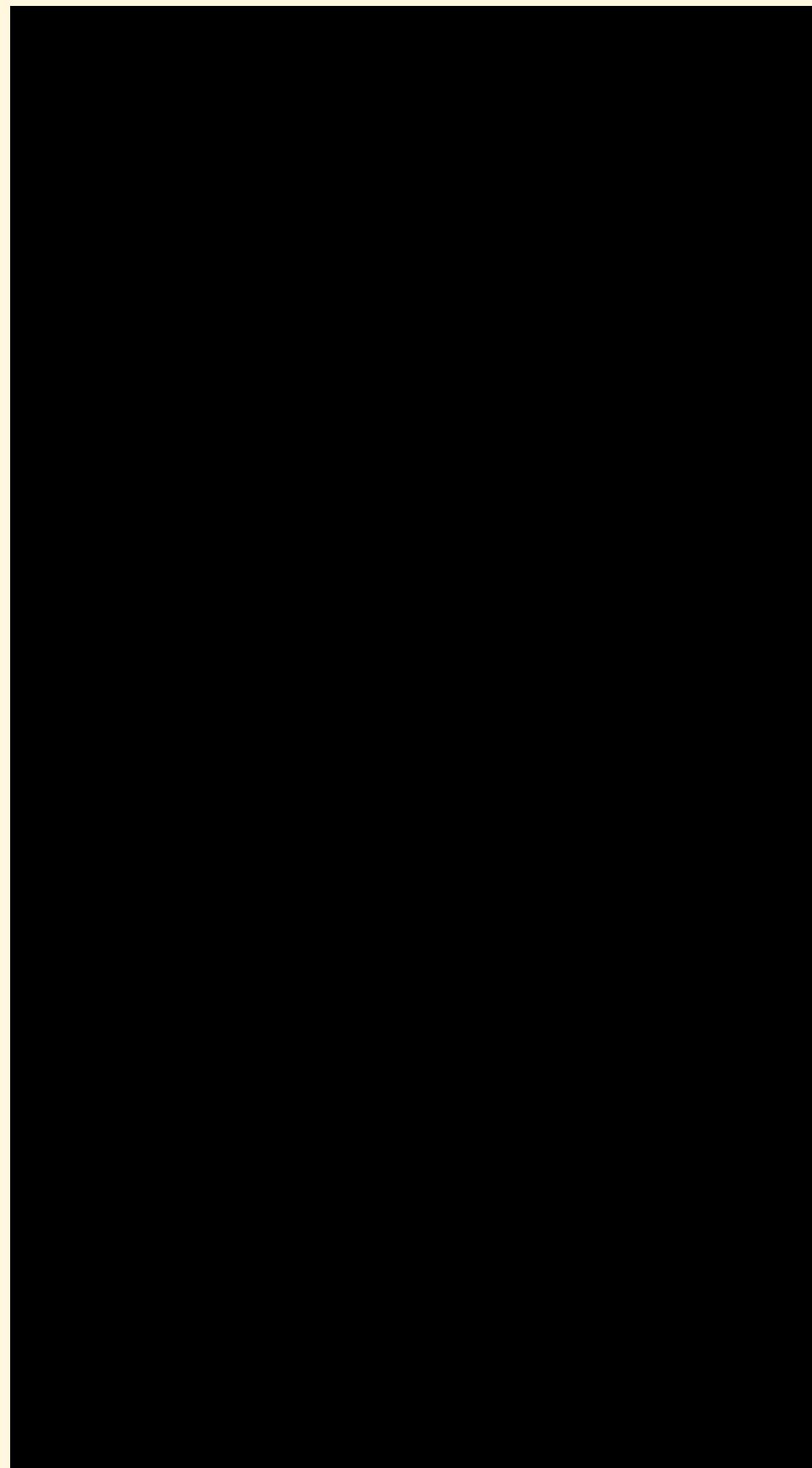
SCAN ME !



Download Zapper App
Scan the code to reveal the artistry behind your
new garment!



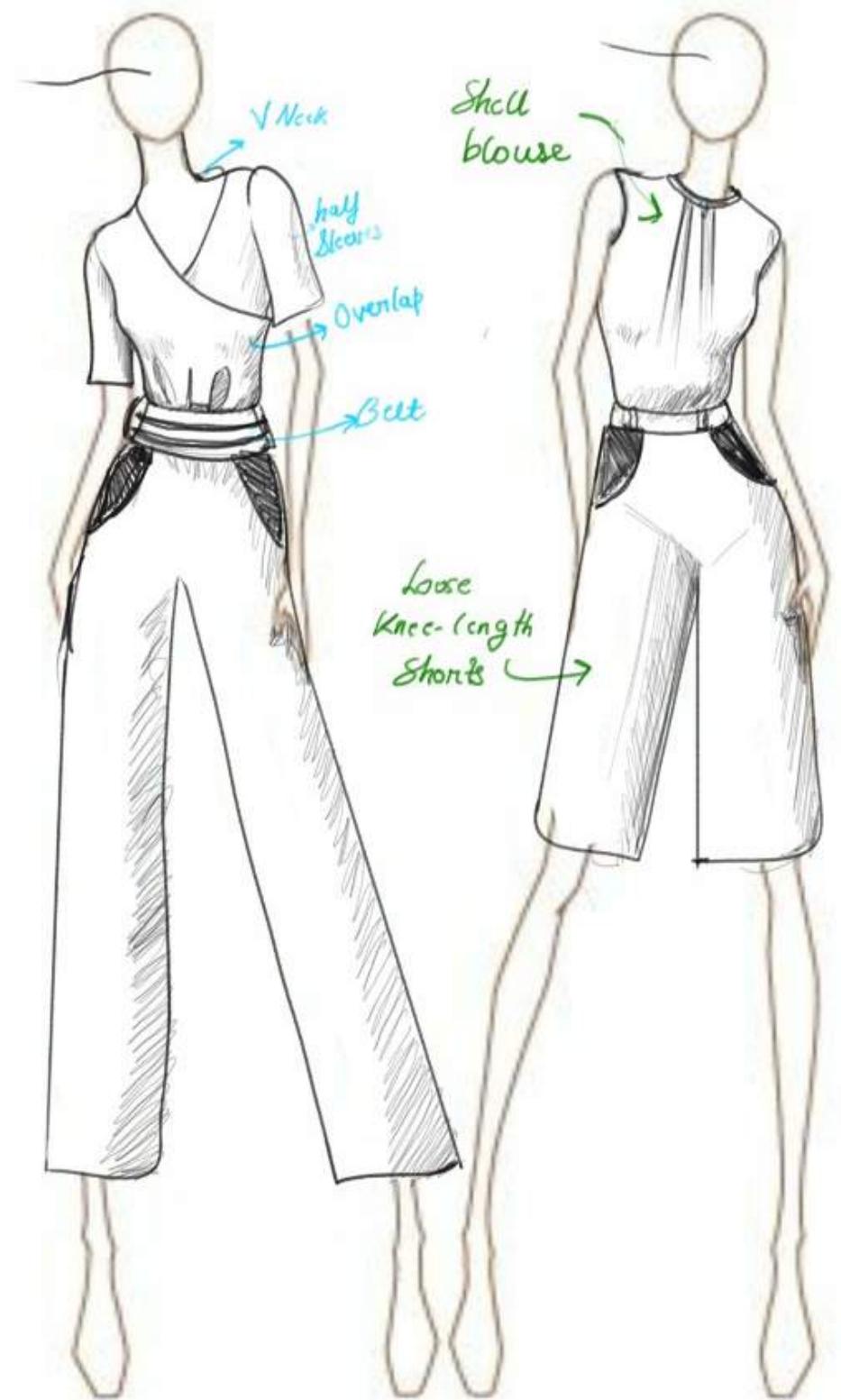




Virtual Exhibition

LOOK-1

Temp suit



LOOK-2

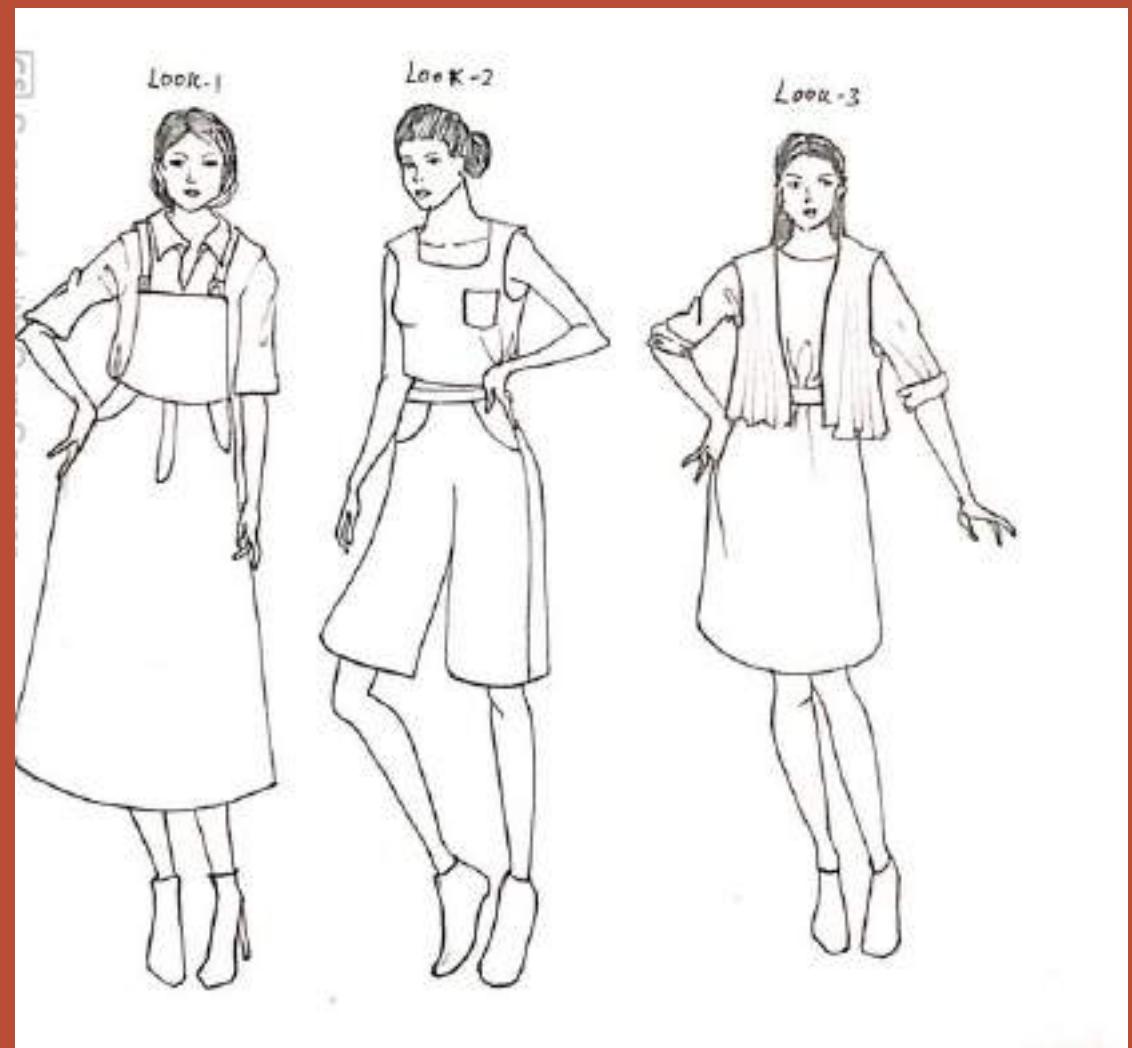
Look 3



Look -4



Avatar Exploration





Under progress Virtual Exhibition Setup

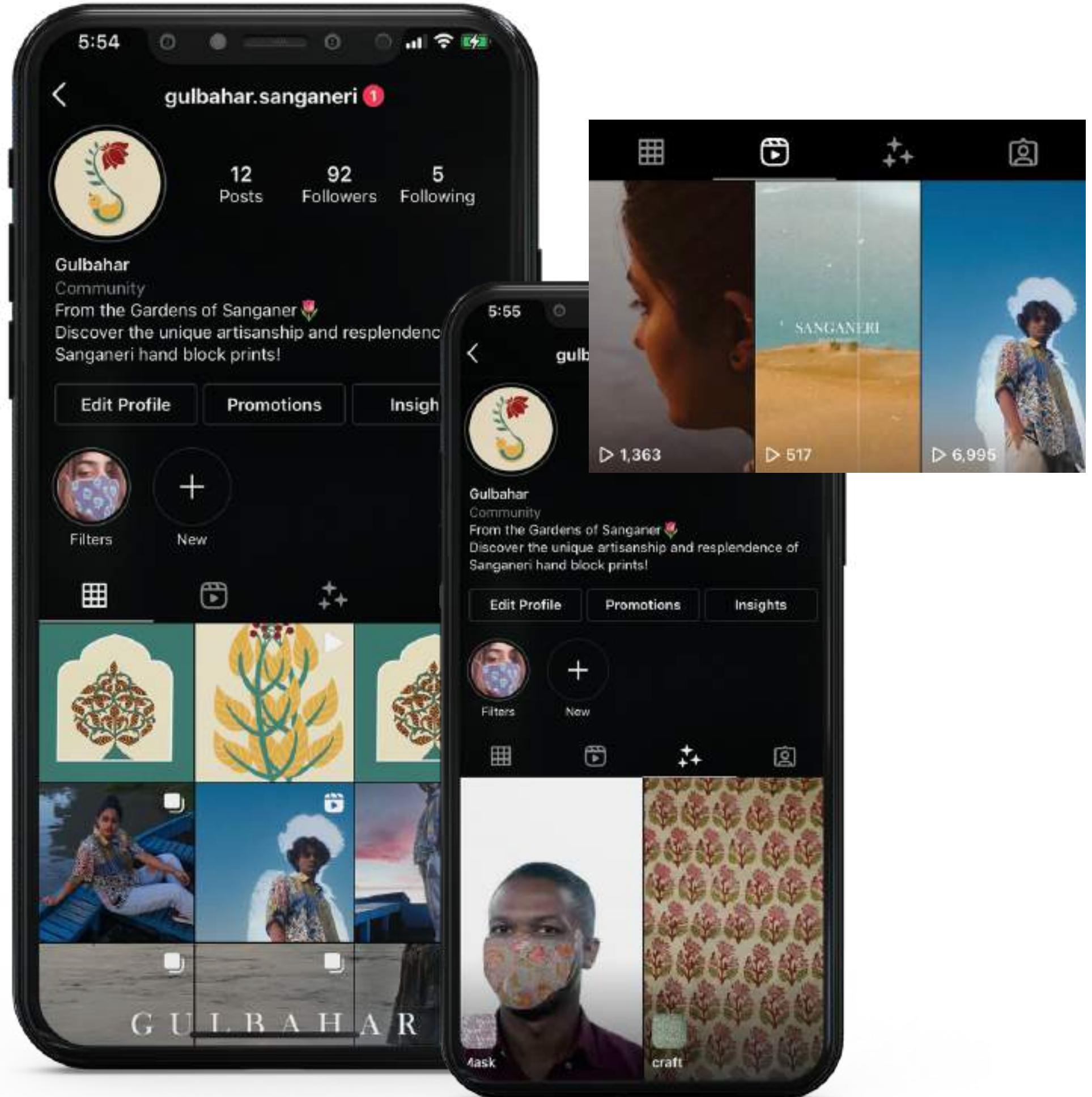






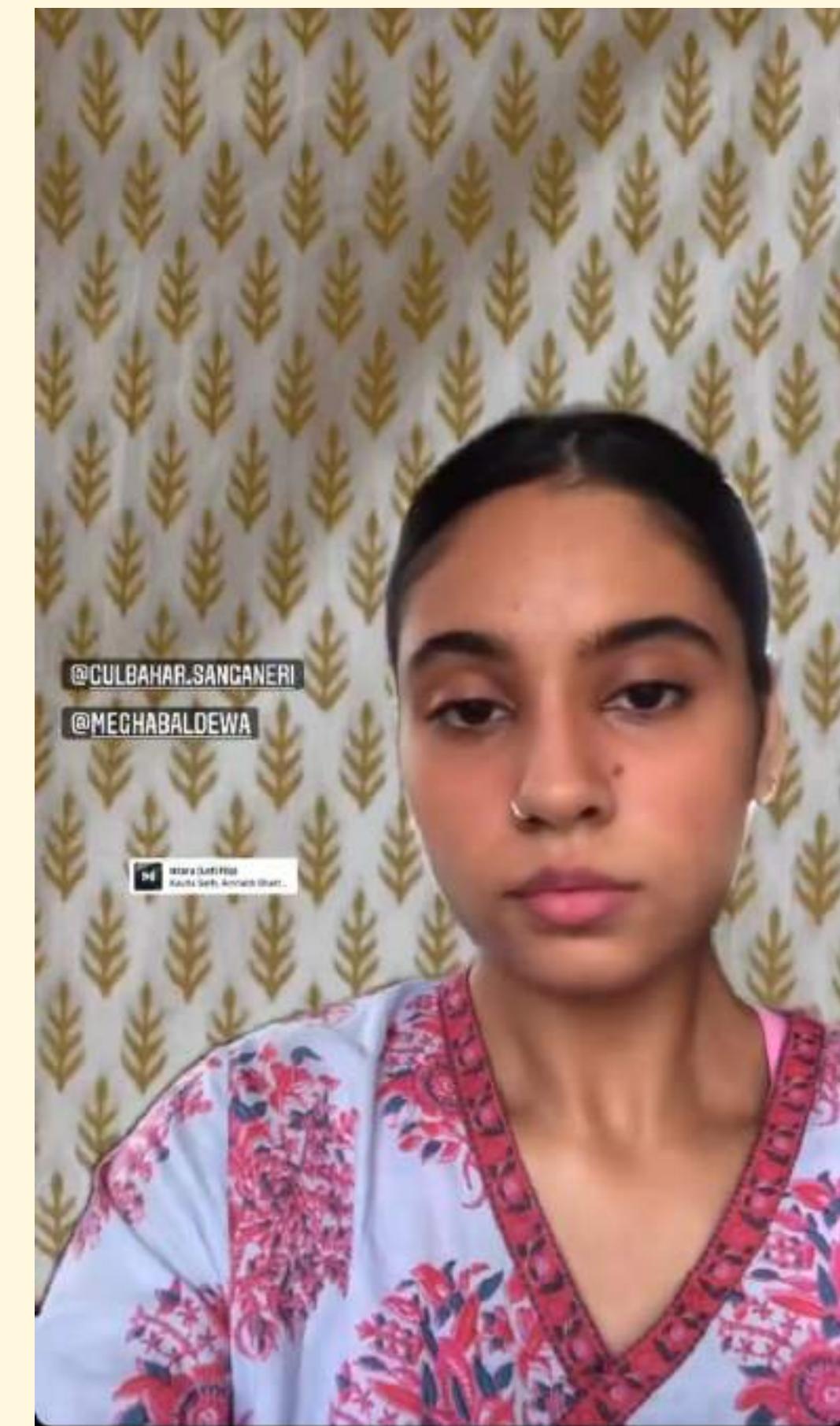
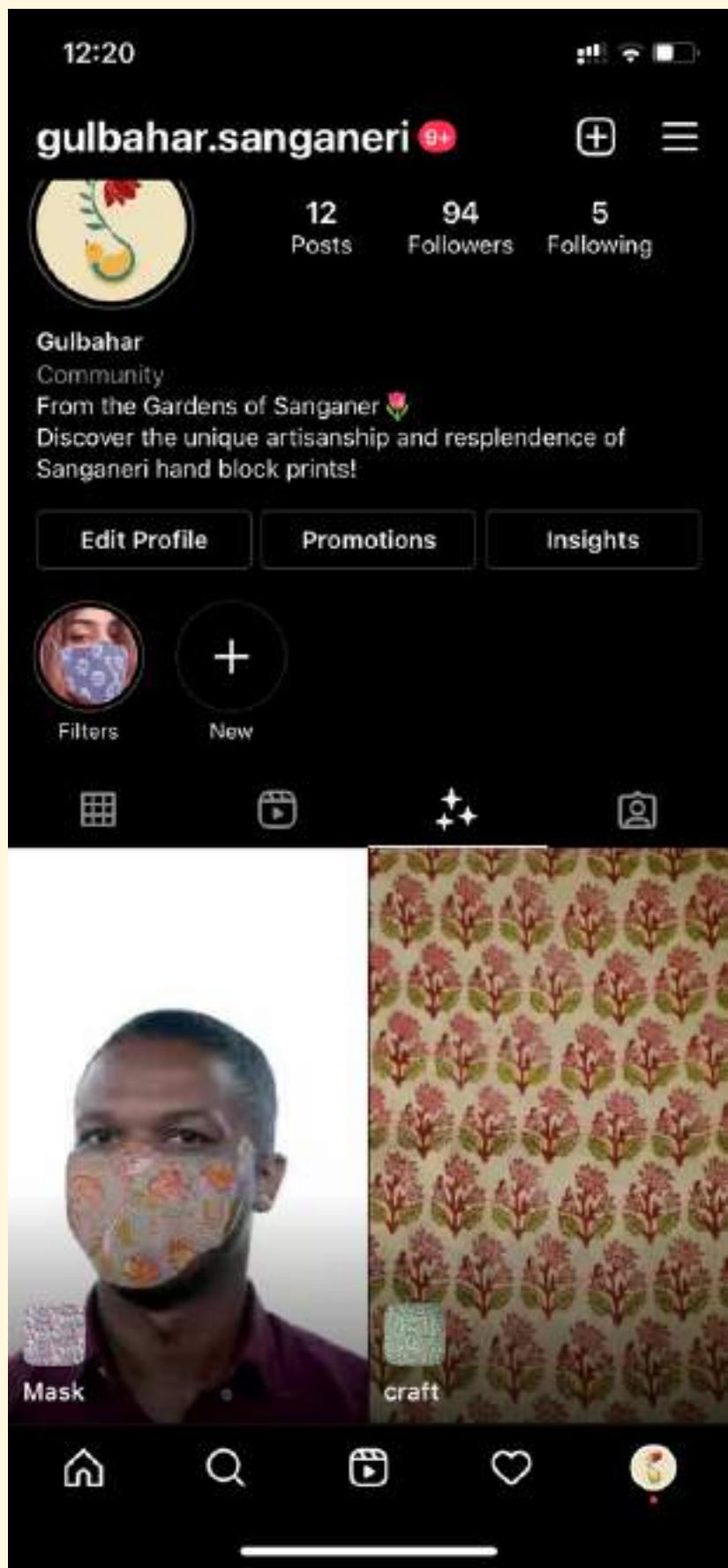






Social Media Coverage

Social Media page consist of all the elements and content related to the craft, to help for further engagement and increase reach for the whole project. We have tried to cover the essence and feel of the craft to give justice to the project.

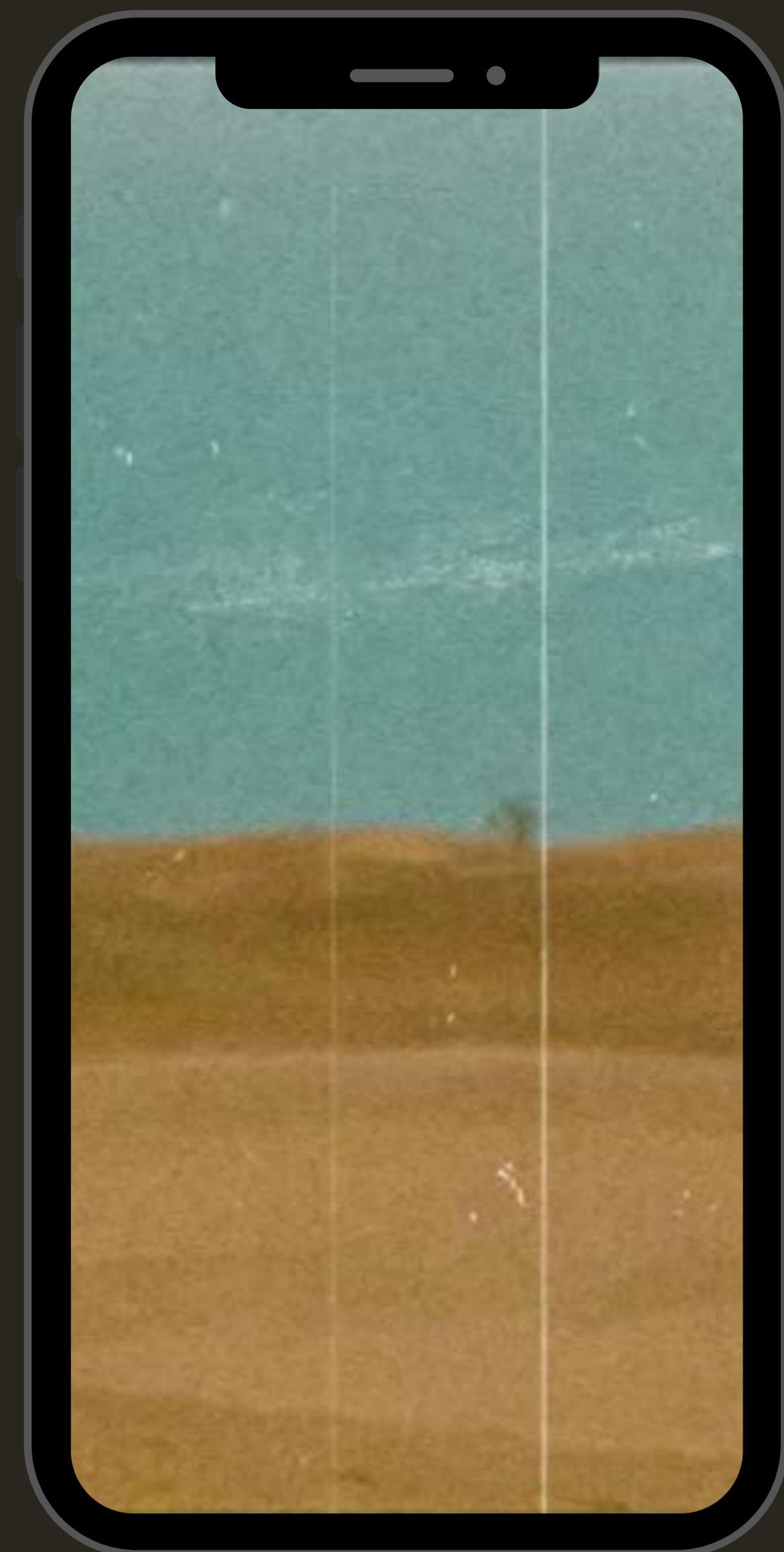




Gardens of **Sanganer**



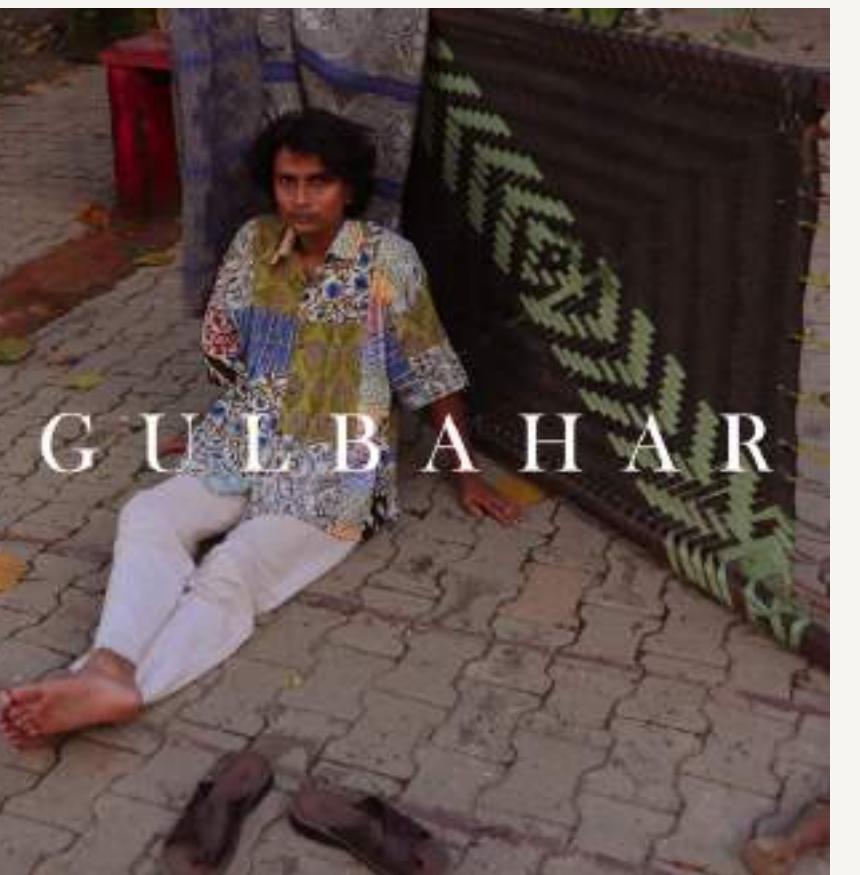
What is
Blooming?

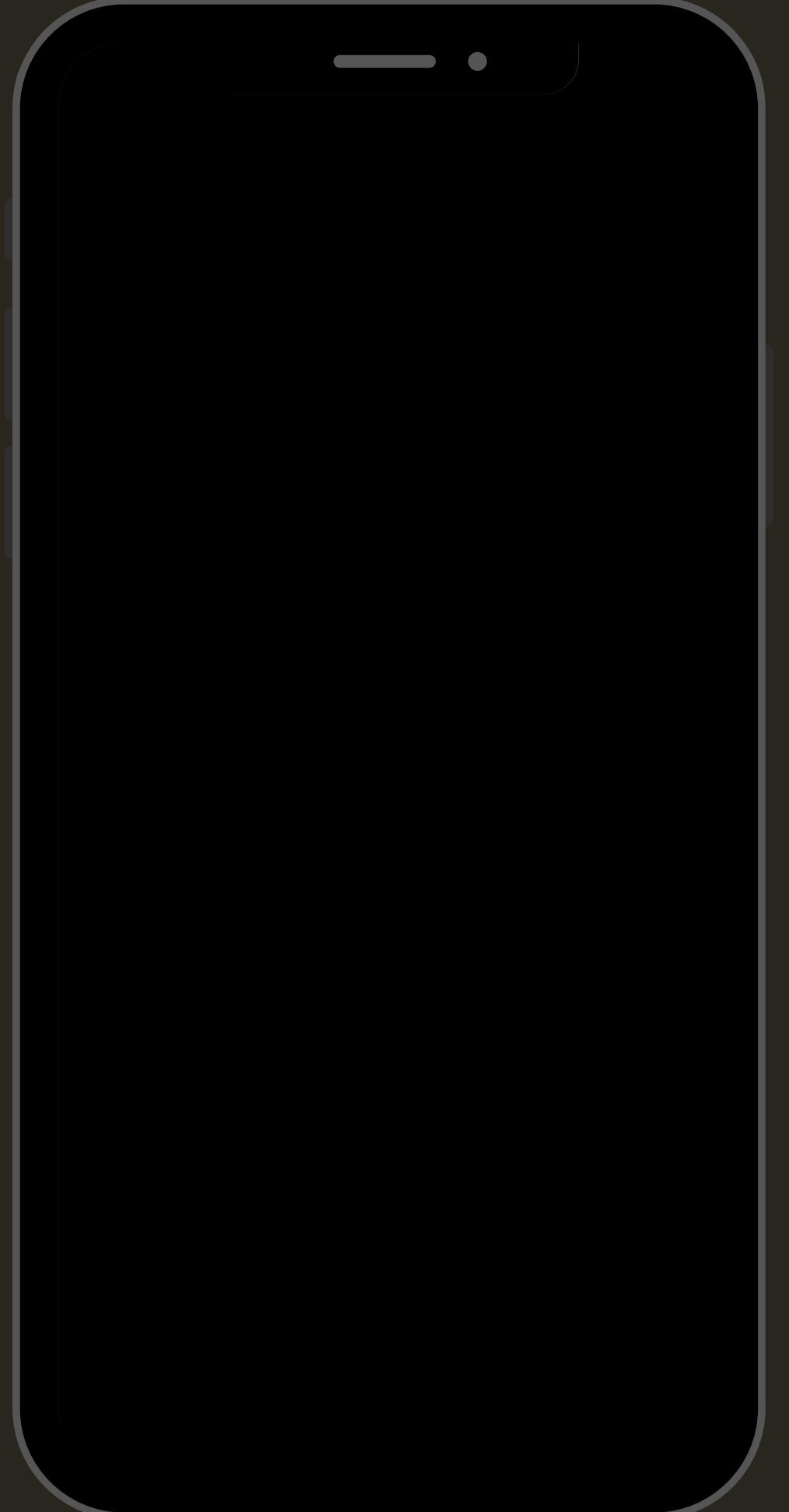
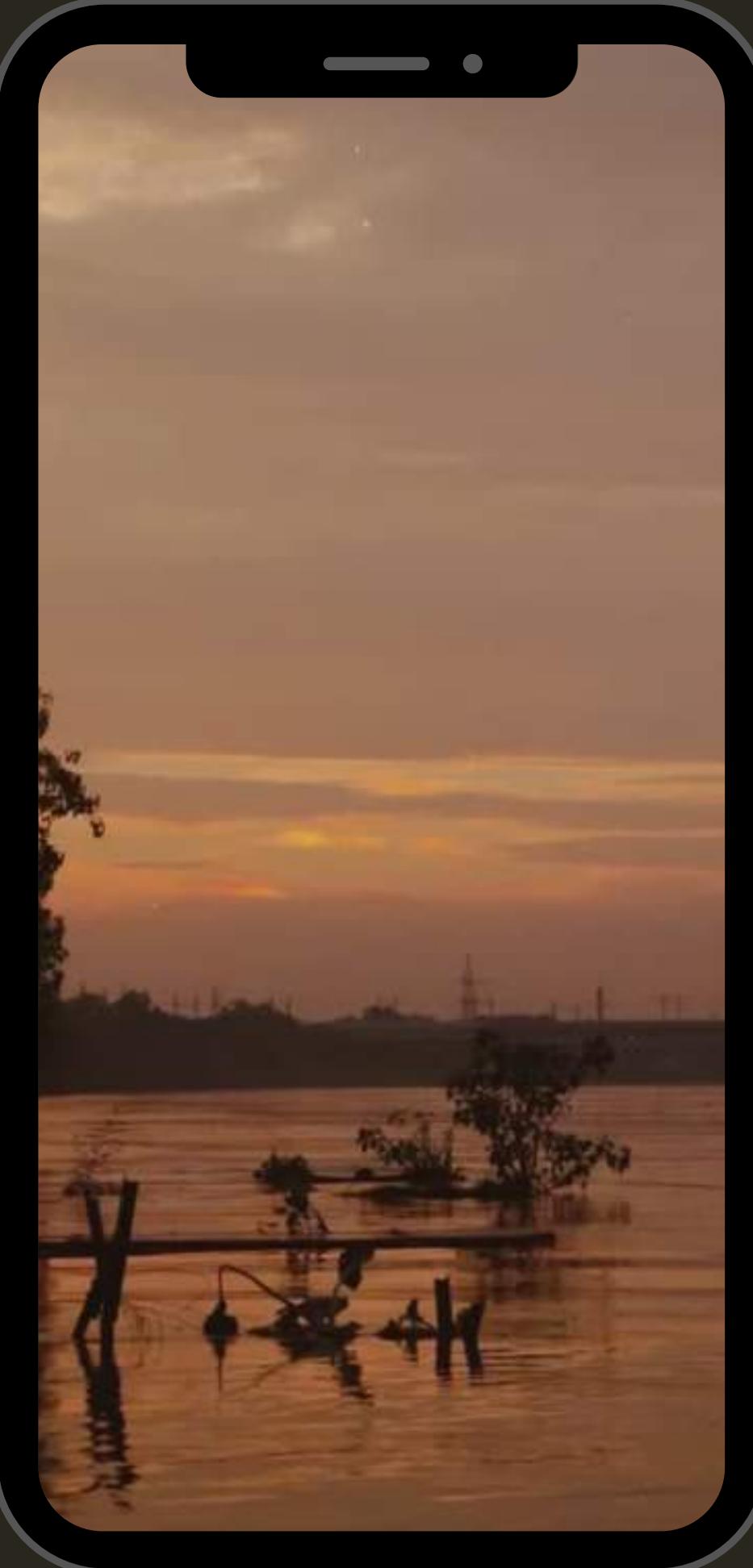


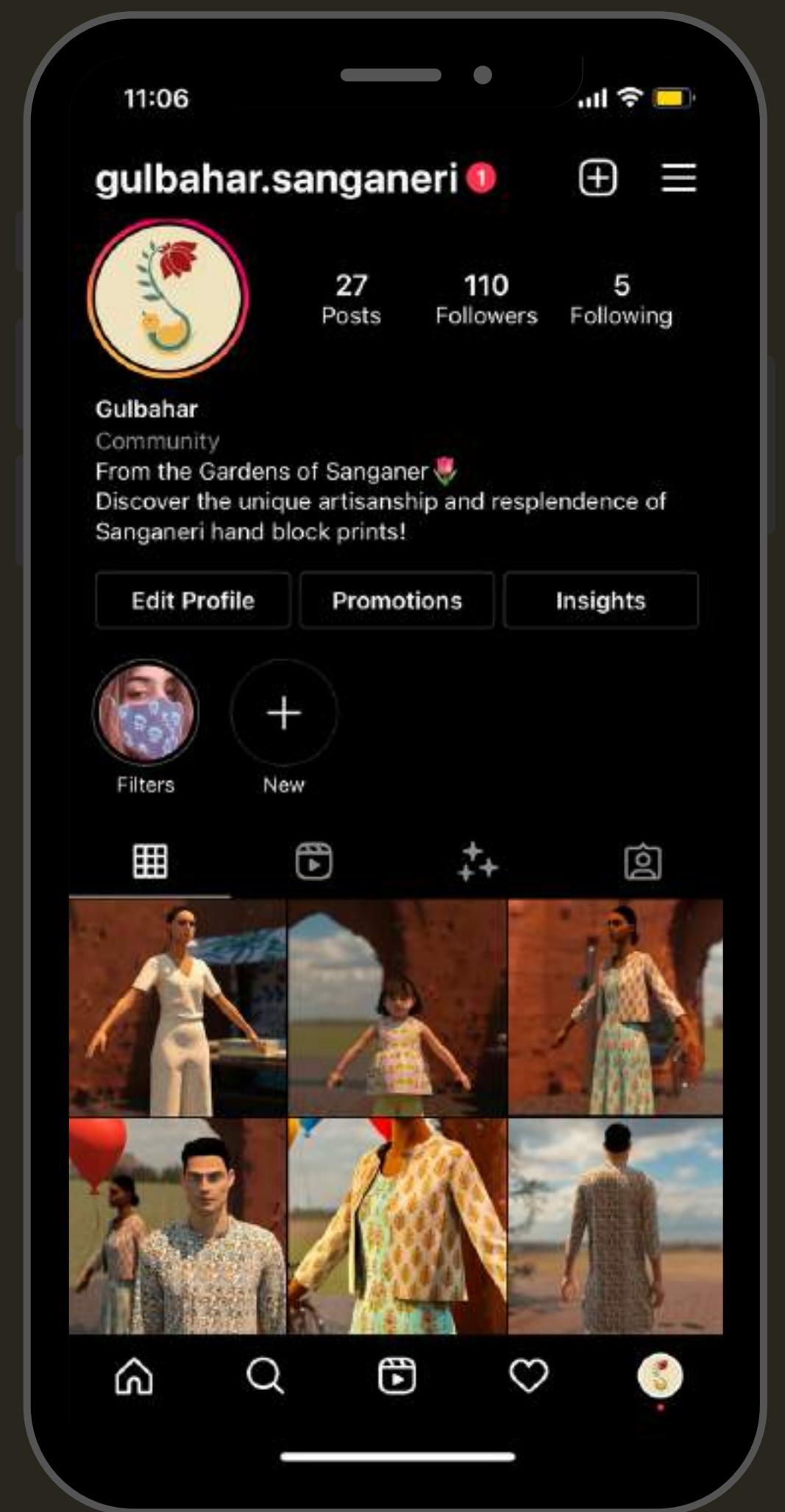
Source - Doordarshan : Sanganeri Print ek prichay

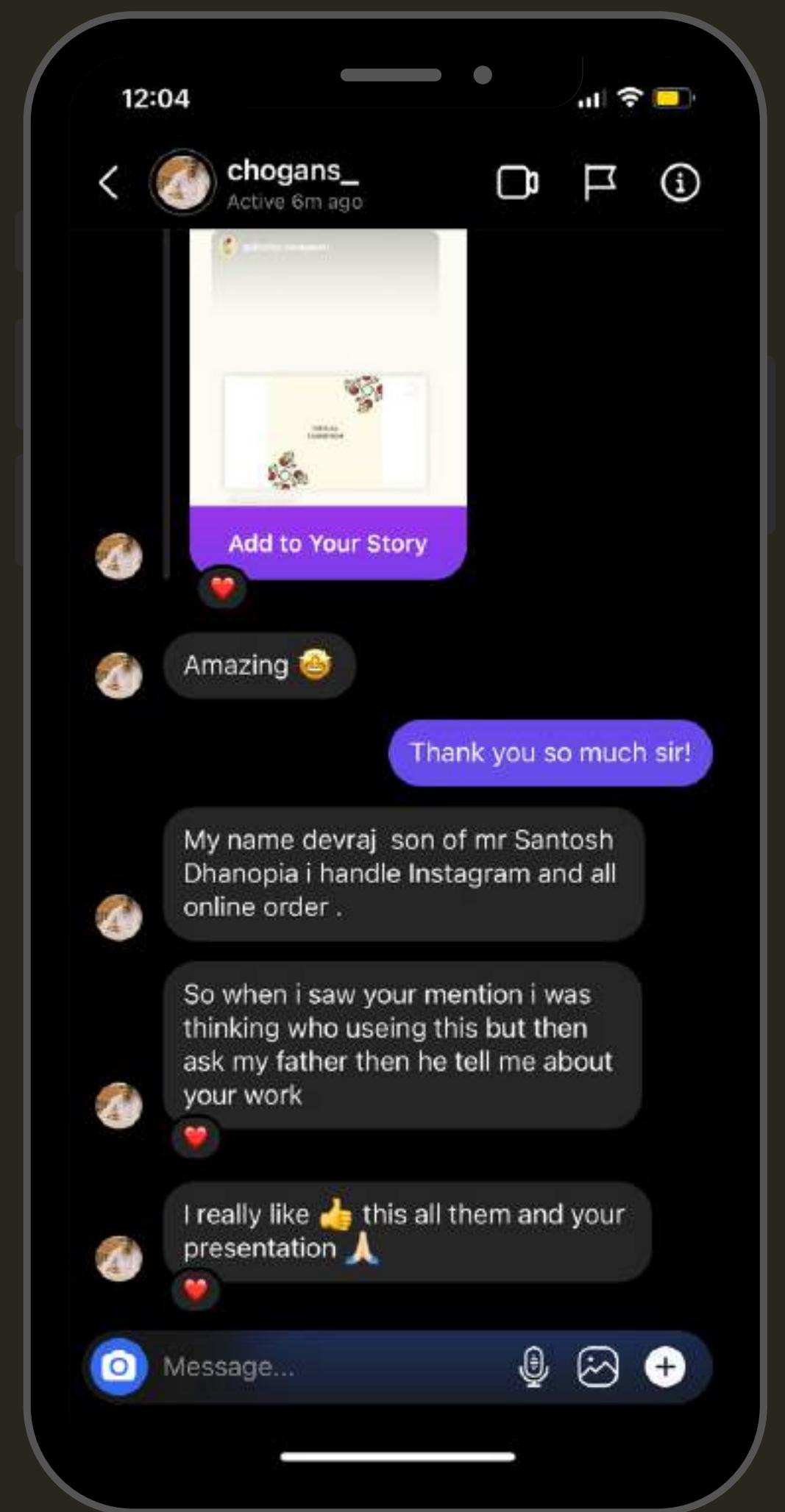
GULBAHAR











Chogan Ji x Gulbahar

Document Highlights





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