DESIGN DYNAMICS
INTERSECTING HOSPITALITY, LIVING, AND LEARNING

Prof. Divya Vijaychandran

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CHAPTER 1

TRANSFORMING MAHARASHTRA'S FORT LEGACY: A PROPOSAL FOR SHANIWAR WADA'S LUXURY HOTEL REPURPOSING

Prof. Divya Vijaychandran, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- divya.vijaychandran@atlasuniversity.edu.in

ABSTRACT:

This work envisions the transformation of historic forts in Maharashtra, particularly Shaniwar Wada, into luxury hotels to preserve cultural heritage and boost tourism. The initiative aims to create enduring memories for visitors through unique experiences, blending traditional elements like music, rituals, and local cuisine. The design prioritizes physical and emotional well-being, offering activities like light displays, folk dance performances, and chef's studio experiences. The economic aspect involves job creation and community development. The motivation stems from the need to restore forts to their original splendor, addressing neglect and creating income for reinvestment. The study draws parallels with successful examples like Taj Falaknuma and Neemrana Fort-Palace, emphasizing the potential of repurposing historical sites for contemporary luxury.

KEYWORDS:

Cultural Heritage, Economic Development, Fort Repurposing, Luxury Hotels, Maharashtra, Preservation.

1. INTRODUCTION

The goal of this historic hotel is to foster enduring memories. A "tutari," a musical instrument like a trumpet, will be played during a grand welcome, and a woman wearing a nine-yard (nauvari).The welcoming ceremony would have more flavor if the saree has haldi kum kum.This building will be in the middle of the countryside, far away from the insane throng. The physical and emotional well-being will be taken into consideration while designing the Shaniwar Wada vacation.Witnessing the joy on your loved one's face as they visit the sunset point which is thoughtfully built to maximize the space will be an amazing experience. They will go "aww" when they sit close to the enchanted fountain at Shaniwar Wada Holiday and get a peek of the light and sound display [1], [2]. With its captivating green and blue color scheme, the landscape arrangement will make you feel as if time has stopped. This initiative would heighten the romanticism of living in a calm environment and enjoying "Haash" (relief). You will have peace of mind after your opulent stay and opulent suite amenities. Our well-stocked library allows you to lose yourself in a world of books. The museum will be built with the intention of reflecting a bygone period [3], [4].

A spark of enjoyment may be created by a variety of activities, such as diving into a pool, riding a bicycle, seeing a light and sound display, playing board games, coloring, and attending folk dance performances. The design program provides a "pamper yourself" therapy in which you may indulge in restorative treatments made using conventional expertise. The incessant chanting of "Om Ganeshay Namah" near the Ganesha temple will convey waves of transcendence and create a serene mood. As a result, the luxury and grandeur will be enhanced by the structural and functional aspects.Enjoy the chef's studio experience, which is organized by the hotel's service department and walks visitors through the steps of preparing traditional Maharashtra cuisine. Along with other restaurants offering a comprehensive menu with a combination of north Indian, Chinese, and continental specialties, there will also be a gorgeously designed area for candlelight [5], [6].

This plan also addresses the economic side by creating jobs in the community by recruiting people and educating them in accordance with the fort's rules. The entire concept of repurposing forts into luxury hotels stems from the fact that these forts have become eyesores.

Promoting the travel and tourism sector and, concurrently, "restoring the fabrics to their original splendour" are urgently needed. Additionally, I wanted to develop a mechanism that would allow for the earning of income that would then be reinvested to ultimately benefit the travellers. Although building this classic luxury space will be difficult given that it is now in ruins as a result of military assaults and fires, the project will succeed because of its goal to preserve its cultural legacy and retell the old stories associated with it.Indeed! They firmly think that today's dilapidated buildings, cracked columns, and old stones have become profitable. Our cultural legacy is reviving. The past is becoming more vivid. What more is there to ask for? Indeed! Establishing a positive atmosphere by infusing the service with the appropriate values and providing a rapid route for increasing the travelers' "Happiness" via beautiful interior design and architectural shape. India has a rich past that stretches back to the Indus Valley Civilization. Since that time, this wonderful region has been ruled by several powerful dynasties, empires, and kingdoms. They've constructed forts and Palaces have served as millennia-old emblems of the emperors' majesty, pride, and way of life. India's forts are magnificent examples of the era's workmanship and defense systems some of these forts survived for a very long time because of their highly developed building technique.

When one hears the word fort, they often think of Maharashtra, the "state of forts." The Latin word fortis, which meaning powerful, is where the term "fort" originates. It is also referred as in the local language as "Killa."Stated differently, forts are man-made and naturally fortified human towns that are protected by man-made and natural features like hills, forests, deserts, and the sea in addition to man-made stone walls that act as a kind of armour.Speaking about Maharashtra, its forts were an important line of defense against foreign incursions. Maharashtra's unique geography has traditionally allowed for a wide variety of fort builds.

The forts in Maharashtra vary in structure and architecture according to the location and topography, whether they are on a plateau, along the coast, in the hills, or in dense forests.The interiors of Maharashtra's stone-built forts were constructed using teak wood, limestone, bricks, and marble.These material resources were used to create historical monuments that told narratives of bravery, grandeur, and betrayal. These greatest architectural legacies are now losing influence because of the disdainful attitude of their own people. Thus, it is crucial to protect and maintain my state's splendor.Here, the question is: What should be done? What if travelers who want to rejuvenate themselves by lodging in classic luxury included these landmarks in their itinerary? It obviously entails turning these forts into opulent hotels. Resurrected, revitalized, and transformed into experiencing luxury, the historic forts of our ancient country, steeped in history, culture, and royal traditions, dating back tens of centuries, will provide a unique edge. One of the rare ancient palaces in India with a rich royal past is Taj Falaknuma. Falaknuma Palace is a historical site with expansive vistas of Hyderabad City. The palace was the Nizam Mehboob Ali Khan Bahadur's royal home.

The palace has room to breathe as it is not surrounded by people or traffic in the middle of the city.The Urdu term "Falak-numa" means "Like the Sky" or "Mirror of the Sky." It is dispersed all through 32 acres on a mountaintop that is 2000 feet high. But, inadequate upkeep caused the palace's magnificence to disappear in the late 1950s. Merely does Falaknuma Palace have a glorious "past" with a place in history, but it also has a stunning "present." The Taj Hotels Group restored it back to its former splendor via major renovations, making it a historical hotel. Today, this once-royal castle is a five-star establishment with outstanding Taj hospitality. These days, it rivals London's Buckingham Palace in size and splendor. The palace, with its two wings that shoot out in two directions like a scorpion, is an outstanding work of outstanding architecture that increases tall and evokes amazement. It is thoughtfully planned and extravagantly furnished.Built in 1464, it was abandoned in 1947 and then bought in 1986. It was then meticulously renovated to become a luxurious resort. Only 15 of the rooms are livable,

Neemrana Fort-Palace's noble façade was on display when it first opened its doors in 1991. Neemrana was given the 2000 Intach-Satte prize for tourism and restoration because it was "the leading example of how we may take architectural jewels from the national trashing and transform them around." "Restoration for re-use" has come to be associated with Neemrana Fort. The original Neemrana hotel is the Neemrana Fort Palace hotel. Today's visitors are privileged as the stately mahals of old Indian dynasties have transformed their luxurious residences into magnificent historical hotels, enabling them to completely lose themselves in the actual monarchy of these ancient palaces. By living there, tourists experience the same old elegance and elegance of a king's residence with all the conveniences of the modern era, the Neemrana Fort Palace is an exquisite reminder of royal history situated in a grand heritage hotel in Neemrana.

2. LITERATURE REVIEW

Farha *et al.* [7] discussed the Karl Marx's conflict theory perspective on the dynamics of social conflict at Bener Dam and the development of the mining plan in Wadas Village. The majority of people in Wadas village work as farmers and use natural resources to meet their daily needs. The basic products of the Wadas village area can boost their economic well-being. At that time, the happiness of the community was interrupted by the plan to build the Bener Dam, where Wadas village's andesite was mined. This situation causes conflicts between local communities, authorities and even the police. The purpose of this discussion is to examine the development plan and dynamics of social conflict in the Bener Dam construction plan and ansesite mining in Wadas village, seen from Karl Marx's conflict theory.

Astoni *et al.* [8] discussed the presence of the sustainable development concept, which is predicated on acknowledging and upholding villages' interests in national strategic initiatives. The Bener Dam, a kind of stone embankment, was constructed in Guntur Village, Bener District, Purworejo Regency, Central Java, and is one of the national strategic projects of recent months. The residents of Wadas village presented challenges or opposed to this national strategic initiative while it was really being implemented. The Bener dam was not intended to be built in Wadas village, but the issue arose when some of the village's people objected to the project's andesite mining. Wadas village is one of the sites where the government mines andesite for material requirements.

Tayibnapis *et al.* [9] discussed the virtual social movement in the wadas citizen support network on Twitter. A social movement has emerged in Wadas, Central Java, as a result of the locals' objection to the government's labor program in the andesite mining industry. This movement began with resident-organized protests and progressed to using social media to express the community's support and aspirations. Participating voices criticized their government as well.

As a result, a bustling network and several trade accounts connected by Twitter mentions and hashtags were created. According to the study's analytical findings, Twitter looks to be a potent virtual social movement that arises naturally without the need for a formal structure or management technique.

Ezgi [10] discussed the reflecting political restructuring on urban symbols: the case of the presidential palace in Ankara.

Ankara, the capital of Turkey, was a revolutionary space in the country after the declaration of a republic in 1923. The city bears the urban symbol of republican ideology and vision of modernity created by administrators and nationalist elites. The newly established state used architecture and urban planning to convey ideals of national unity and sovereignty by severing ties with its Ottoman heritage. After eighty years, Türkiye experienced a new political

hegemony. The political approach after the 2000s revised the urban symbols of the early republic and redesigned the capital in accordance with its ideological foundations.

Umair [11] discussed the Tunisia's political environment, from aristocracy to democracy and the presidential coup an emerging challenge to Islamist movements 2011 saw changes inside the Tunisian presidential palace as a result of the public movement, which led to the transition from authoritarianism to a solidified democracy. But in light of the Tunisian presidential decision, only the democratic achievements of the Arab Spring are at jeopardy after ten years of democratic transition.

The purpose of this essay is to highlight how the president has increased his authority by using article 80 of the constitution. He also discusses how this power clash with other constitutional provisions and negatively affects the political environment.

Peera [12] discussed the Structure, function and traditions of Siamese royal scribes. The written annotations of royal secretaries in Siamese manuscripts from the late 18th to the early 20th century are the main subject of this study because the noble titles of royal secretaries are still preserved in the words, these inscriptions by royal secretaries may indicate not only the provenance of the manuscripts in the royal palace but also the function of royal secretaries in the Siamese court's book creation. Following in the footsteps of previous royal scribes, contemporary royal scribes employed by the Cabinet Secretariat produced official drafts of the constitution even after the revolution of 1932, finishing their work by handwriting.

Syahputra *et al.* [13] discussed the digital replica of the Darul Aman Palace using pictures, then use it in a virtual reality environment. The Langkat Kingdom in Tanjung Pura had Darul Aman Palace among its palaces.

In 1946, during East Sumatra's "social revolution," this castle was demolished. In order to preserve history, digital reconstruction was required. In this research, viewers are given an alternative experience while exploring a historical location digitally thanks to the usage of virtual reality.

Reconstruction was carried out utilizing a single base image model and a set of historical photos acquired before to the revolution. In order to improve the immersive visuals, the 3D model of Darul Aman Palace was then incorporated into an integrated virtual reality (VR) environment using a head-mounted display device.

3. DISCUSSION

Wada consists of an open courtyard located in the middle of the building. In Maharashtra, wadas are a treasured and rich architectural legacy that represent the pride, faith, cultures, customs, and the erratic history of the day.

Wadas were previously a kind of home, but they're now reused and protected as architectural and cultural landmarks. All wadas have certain same fundamental parts and traits, despite considerable differences in size, scale, and economic standing.The appearance of the wada was also influenced by social elements like as caste and profession, with the trade community's facades being richly decorated and the Brahmin community's facades being more straightforward.
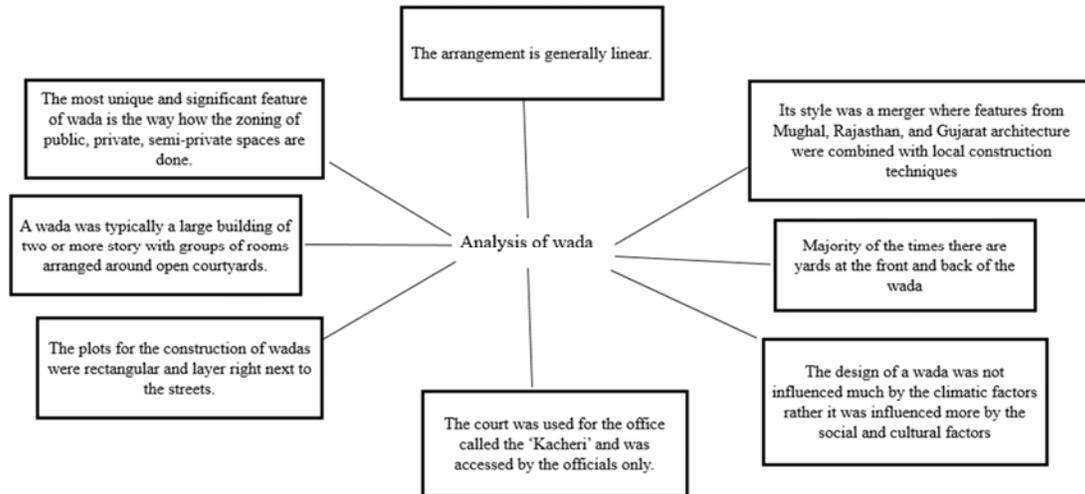
Figure 1: illustrate the analysis of wada.

3.1 How Shaniwar Wada looked back in 1732 and when Pune was Poona:

The name Shaniwar Wada has a tale behind it: this wada was built in Shaniwar Peth, the foundation stone was put on Saturday, and the house warming happened on Saturday. As a result, the term "saturday" was combined to call the wada Shaniwar Wada.Pune, Maharashtra, India is the location of Shaniwar Wada. Facing north, the Dilli darwaza (main entry gate) is a beautiful example of Maratha construction. The goal of the whole wader's design was to maximize daylighting and airflow throughout the day.

Shaniwar wada, which represents Pune culture, served as the Peshwas' headquarters. Security was given top attention while building the structure. Since Bajirao's goal was to capture Delhi, the main entrance is known as "Delhi Darwaja." Other entrances were called Ganesh, Mahani, Narayanrao, and Khidki. Over time, the Peshwas built ponds, court rooms, fountains, additional structures, and defensive walls with entrances and bastions to the house. Numerous significant Peshwa historical events took place at the palace, including as the 1773 killing of Narayan Rao, the fifth Peshwa, by his guards at the instigation of his father, Anandibai, and uncle, Raghunath Rao.2.On February 27, 1828, a large, inexplicable fire destroyed most of the palace and seriously damaged the structure as a whole.

When the fire was put out, all that was left of the opulent home were the massive granite walls, substantial foundations, and a few teak gates and structures. The structures that survived the massive conflagration are still open to visitors.

The name Shaniwar Wada has historical importance, but its fascinating origin story adds even more intrigue.

Because of the special circumstances surrounding the ceremonial laying of the foundation stone on a Saturday and the auspicious housewarming on the same day, the name "Shaniwar Wada" was chosen. Situated in the busy Shaniwar Peth neighborhood of Pune, Maharashtra, India. Strategically positioned with its majestic Dilli Darwaza facing north as its main entrance, Shaniwar Wada is a remarkable example of Maratha architecture. The building's deliberate design maximizes natural light and air circulation throughout the whole day, giving it an impression of grandeur mixed with functionality. Shaniwar Wada, the Peshwas' headquarters, is a representation of Pune's cultural character and the utmost priority placed on security throughout its construction.
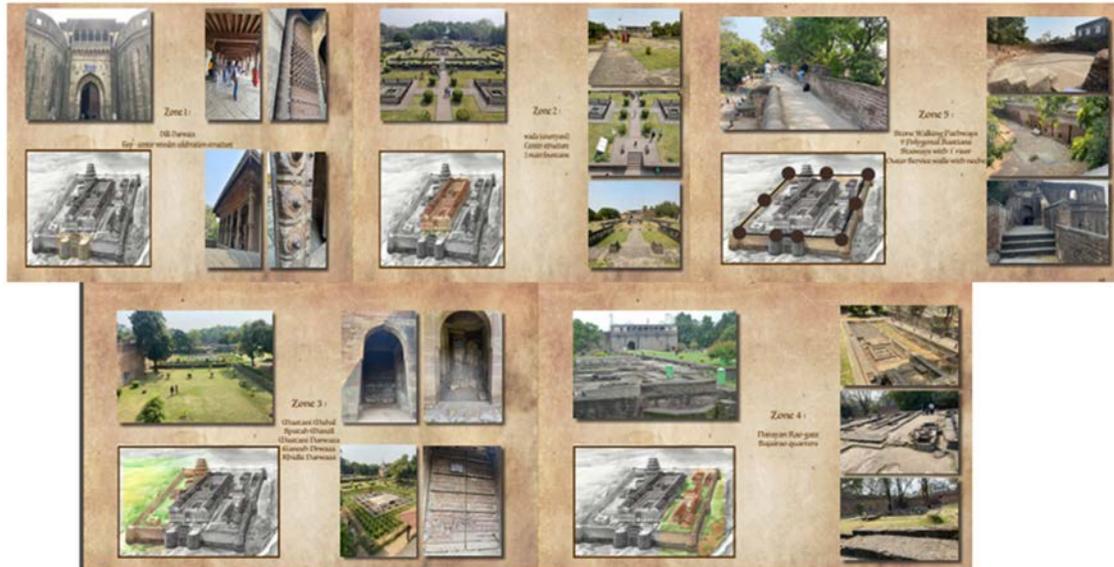
Figure 2: illustrate the split up into five zones (In contrast to the sketch's outdated appearance and the site's current photos).

3.2 Sustainable Development in Shaniwar Wada:

It's not always that simple to plan for this enormous fort and its journey towards eternal elegance. Before beginning to prepare and arrange the space, there are a few things to keep in mind. The fort's layout takes into account several factors, including its intended use, its physical limitations, its furnishings, its color and texture choices, its size, its lighting and ventilation, its landscaping, and its internal circulation.

➢ *Function:* What are the requirements and demands for the space? is the first stage of organizing and getting ready.

➢ *Physical restraints:* The present state of affairs at the fort is crucial since it dictates distribution and helps fulfill hotel standards.

➢ *Furniture:* Finding furniture with an antique feel is essential since it breathes life into the home and is something that can be seen and felt.

➢ *Paint color and textures:* These elements have the power to take us back in time and create an incredible visual design for the room. It is important to establish a color and texture tone for both the structural and spatial aspects.

➢ *Size:* Measuring the space is challenging, but measuring the macro zone is comparatively easy and may be used for future interventions.

➢ *Natural light and air ventilation:* The 1732-built Fort had a very thorough understanding of these elements. The use of electric diyas or fanas, which are antique lights.

➢ *Landscape:* The forts outside environs are just as important as its insides. Carefully chosen landscaping may bring history and nature together in a harmonious way, improving the atmosphere overall. The fort's aesthetic appeal may be increased by adding amenities like water fountains, courtyards, and traditional gardens.

➢ *Internal Circulation:* The fort has to move effectively for both practical and aesthetic reasons. The arrangement should make it simple to navigate while maintaining the historical relevance of the many rooms and passageways. A sensitive but crucial part of fort design is striking a balance between the requirements of current usage and the preservation of historical integrity.

➢ *Preservation of history:* The fort's historical importance makes the preservation of its history a top priority for any remodeling or restoration work. To preserve the fort's distinct character, this entails preserving the building's original architectural features, repairing ancient furnishings, and putting conservation measures in place.

➢ *Getting Used to Modern Comforts:* It's important to smoothly incorporate contemporary facilities while maintaining the historical charm. This might include adding subtle technology like temperature control systems while maintaining the historical and aesthetic integrity of the fort.

➢ *Community Involvement:* A key component of fort planning is interacting with the surrounding area. By taking into account the opinions and insights of the community, the makeover of the fort will be in line with the goals and values of the locals. Additionally, it makes the locals feel comfortable and like owners, establishing the fort as a common cultural property.
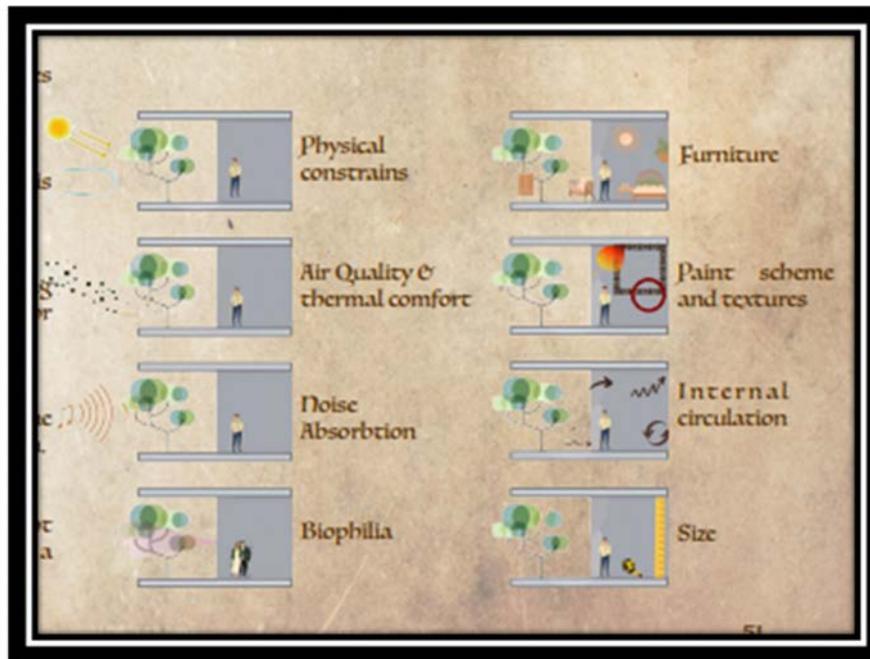
Figure 3: Illustrate the Sustainable Development in Shaniwar Wada

3.3 Design Development:

In design development the way the sunlight is being provided in the space is a very crucial element. The yellow rays in zone depicts the natural sunlight that the space receives. Design development is a process that assists in putting ideas and concepts into concrete form and giving the objects that have been outlined a form or shape. The concepts are expressed in a variety of ways and mediums here. These developmental forms contribute to a technological environment in which top and side views are created, revealing heights, volume, furniture, and

other details through lines and colours. Further layout of the room in a practical perspective is critical in order to provide a complete handson experience of the space, including depth, length, textures, colours, fabrics, and a Design development is a dynamic process that goes beyond conceptualization, translating ideas into tangible forms and defining the contours of envisioned spaces. This transformative phase involves expressing concepts through various mediums, allowing for a multi-faceted exploration of design possibilities.

The developmental forms generated during this process contribute to a technological environment where top and side views are meticulously crafted. These views unveil essential elements such as heights, volume, furniture arrangements, and intricate details, employing a combination of lines and colors to convey the envisioned aesthetic.Practical considerations are paramount in the layout of the room during design development. This pragmatic perspective aims to provide a comprehensive, hands-on experience of the space. Attention to detail is key, encompassing aspects like depth, length, textures, colors, fabrics, and an overall sense of space. This holistic approach ensures that the design not only captivates visually but also functions seamlessly, offering a harmonious and immersive experience within the created environment.

In essence, the design development phase acts as a bridge between conceptualization and realization, where the manipulation of sunlight and meticulous attention to practical layouts contribute to the crafting of a space that transcends mere aesthetics, offering a fully immersive and functional experience.

Figure 3: Illustrate the different zone is combined for making design.

4. CONCLUSION

The proposal to convert Shaniwar Wada into a luxury hotel aligns with global trends of repurposing historical sites, exemplified by successful cases like Taj Falaknuma and Neemrana Fort-Palace. The emphasis on cultural preservation, economic development, and immersive experiences adds a unique dimension to the project. The design considerations, such as incorporating modern comforts while preserving historical integrity, showcase a holistic approach. The community involvement aspect ensures alignment with local values. The study

also highlights the broader significance of preserving Maharashtra's fort heritage, linking it to India's rich past and the need for cultural revival. The integration of modern technology and innovative sustainability practices in the hotel's design can set a precedent for future heritage conservation projects. Embracing green building concepts, renewable energy sources, and eco-friendly practices may establish a benchmark for sustainable luxury tourism. The implementation of smart technologies for visitor engagement and resource management could enhance the overall guest experience while ensuring efficient operations. Furthermore, the Shaniwar Wada luxury hotel can become a hub for cultural events, art exhibitions, and heritage festivals. The proposed transformation of Shaniwar Wada into a luxury hotel presents a promising future scope with multifaceted opportunities. As the project unfolds, avenues for cultural enrichment, sustainable development, and economic growth are likely to expand. Firstly, the success of this initiative can serve as a blueprint for similar projects across Maharashtra, encouraging the preservation and adaptive reuse of other historic forts in the region. This could lead to the creation of a network of heritage hotels, contributing to a broader cultural renaissance.

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CHAPTER 2

RELAX, RECHARGE AND REJUVENATE: WORK FROM HOME STRATEGIES FOR OPTIMAL LIFE BALANCE

Prof. Amruta Sawant, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- amruta.sawant@atlasuniversity.edu.in

ABSTRACT:

Working from home is becoming more common, but it comes with its own set of problems. The inability to collaborate in person and experiencing poor working conditions is hindering our ability to generate new ideas, be innovative, and tackle challenging issues.In spite of the difficulties, individuals will carry on with their remote work. The future lies in blending work and enjoyment in a secure and comfortable environment.So why not get creative with it? Introducing the term "Workation" which is a blend of work and play! Workation is a new program for various resorts and hotels to enhance their brand identity by accommodating the 'work from hotel' concept, taking advantage of already existing amenities, or adding more space to serve a different set of clientele, who are staying at home, instead of just travelers. This capstone intends to create a customized workation program to allow working/business class people to step out of their houses yet be in a safe environment to conduct their meetings, conferences, or just solo working in a relaxed and luxurious way. Work is no longer the same and everyone deserves a break to relax and rejuvenate. By transforming the workplace, a workation allows you to grow as a whole, with your mind, body, and soul.

KEYWORDS:

Hotels, Luxurious, Relaxed, Vacation, Work, Workation, Work From Home.

1. INTRODUCTION

During the first lockdown in India on March 24, 2020, we were unsure about its potential consequences. The effects of staying at home will only be fully noticed in a few weeks. The number of people who have become unemployed has reached approximately 140 million, with numerous individuals also facing decreased earnings. Small businesses and individals working in informal employment are facing challenges, with concerns about their future job prospects. The IT sector was among the first to transition to remote work in order to maintain business operations during challenging times. India's population has been impacted by nearly 90% due to the lockdown that commenced in March. 3 million IT workers are now working from home. Initially hesitant, everyone quickly embraced and became more effective while working from home. According to Stanford's Nicholas Bloom, individuals working from home demonstrate around 13% higher productivity and are less likely to quit their jobs. Employees now have the flexibility to set their own work schedule, minimize time spent traveling to work, and achieve a healthier work-life equilibrium [1]. They don't want to go back to the way they used to work. Nevertheless, employers can cut expenses by eliminating the need to cover the costs of pricey office space, employee transportation, electricity, and facilities management. Supporters of remote work believed that the presence of India's largest companies vacating almost 6 million square feet of office space in the first half of 2020 would lead to the disappearance of traditional offices. Tata Consultancy Services plans to have just 25% of their workforce working in the office by 2025, allowing the majority to work remotely from other locations. Infosys is pushing for a 50% remote work model for its employees. Deutsche Bank lets its employees work from home 40% of the time. With the option to work from home, it is now easier to move tech professionals to different countries. Certain men depart from their homes for work, leaving their elderly parents at home. They find out that work doesn't have to mean being apart from their parents [2]. There are now fresh opportunities for women who had to leave their careers to prioritize their families. In order to achieve this change, new technology, online networks, and adaptable management techniques will be crucial for aiding employees in balancing work and personal life. Employees can choose where and how they want to work between their home,

office, and mobile devices to suit their work needs and team preferences. However, there are some problems with working from home. Not having enough space at home has caused problems for some people, and working in bad conditions has made some people sick. After feeling really good at first, some people say they start to do less work and not do as well. A lot of people think not being able to be with others in person makes it hard for them to think of new ideas, be creative, and solve difficult problems. Talking in person, which is important for building relationships and working together, has been missing. This has caused people to feel not as good mentally. People who work at home may end up working more, get interrupted often, have no help from friends, feel lonely, and may even be more stressed [3]. Despite all of these problems, people will continue to work from home. However, the future is in a model that combines working from home and working remotely in different amounts depending on the type of work and what the team likes. Supervisors must get better at leading, organizing, and assessing work from a distance. Having a good balance of practical and interpersonal skills is important for making a work environment where people feel comfortable and involved. Businesses that can do this and offer good digital experiences will get and keep good employees, making the business more successful [4]. This change will be led by companies with fast technology and governments that are quick to make new laws and rules. The Indian government made rules for BPO and IT companies to let their employees work from home or anywhere they want [5].

By doing this, it also gets rid of some rules and reporting duties for these companies. The Indian government thinks that these new rules will make a big difference for India's $200 billion technology industry and will help India stay competitive. The Indian technology services industry is figuring out that in the future, people will work from many different places. He promptly took advantage of the switch from office-based work to working from home.So, more people in India are needed to work in technology now compared to before the pandemic. Entities worldwide, including Amazon, Salesforce, SAP, Instahyre, Techfynder, and Interviewbit, are actively seeking to hire employees in India for remote positions. Just like in 2000, the Covid pandemic might help the Indian IT industry grow [6].

With all the things happening, we are not thinking about it at all. Ultimately, the only way to fight the new coronavirus pandemic is by staying at home and isolating. For the past few months, we have been working from our homes. However, right now everyone really wants to travel. To get out of our bedrooms and go to beautiful beaches or mountains. However, even though people are working from home, they still need and can take a vacation [7]. This paper describes the many formulas used by businesses to record the scope of approved WFH, exemptions, relocating allows, and authorization processes. Thirdly, research shows a shift in the emotional relationship among managers and their staff in which work via home is transformed from an exclusive benefit that managers can decide to provide to a select few to a fundamental entitlement that every worker believes they are entitled to. Finally, there are indicators that as organizations learn and collect opinions regarding the effectiveness of their chosen techniques, we will see more advancements and adjustments in work regulations about how much freedom they offer to work anytime and whatever they choose. With these data, the article adds to the increasing literature on new tendencies arising from the epidemic in IT businesses and lays out practical ramifications for the future.

2. LITERATURE REVIEW

2.1 Work from home in Pandemic:

Following the outbreak of the virus discovered in the Chinese city of Wuhan in November 2019, the new Coronavirus Disease, or COVID-19, has reached around the globe, and the globe Health Organization (WHO) has designated it as a global pandemic. It has caused widespread

harm to life, the economy, companies, workers, and jobs, notably in India, pushing enterprises to adopt the Work from Home (WFH) company structure to maintain operational continuity. Patanjali and Bhatta [8] analyzed a large body of academic research on employment, businesses, efficiency, and WFH and their influence, both historically and in the current setting of the epidemic. Shutdowns are a new phenomenon, and research on the resulting WFH is scarce. This was one of the first large-scale investigations on WFH during the epidemic. Our study sample consisted of 526 IT experts from throughout the world. According to the study, about two-thirds of IT staff reported improved efficiency while at WFH, using time they conserved from traveling and meeting increasing expectations Authors investigate the influence of WFH throughout a lockdown on IT staff efficiency, with a focus on organizational problems. To reach our conclusions, we utilized data analysis as well as qualitative input from questionnaire respondents. The results show that organizational characteristics like freedom and being empowered, individual independence, and a supportive atmosphere are required to ensure worker efficiency, even in a WFH circumstance. Authors also discovered that prolonged WFH over many months had resulted in weariness.

Vihelmson *et al.* [9] want to know how many employees in offices are working from home if the COVID-19 pandemic limitations are lifted. Office staff at Swedish government organizations were polled about their past experiences working at home, present habits, and desire to continue working from home post-pandemic. According to the findings, willingness grew significantly during the epidemic. The majority of polled workers planned to continue working from house a minimum of three times a week, and the more online job experience they had, the more inclined they were to extend the total amount of days they worked from home. The readiness was influenced by job kind, real estate, public transportation commute, and living area.

Barbour *et al.* [10] research is looking at two big changes that happened at different times during the pandemic. First, it looks at working from home during the pandemic, then it checks if people will keep working from home or go back to the office. This second review looks at how likely people are to work from home. It focuses on people who have worked from home because of the pandemic. It helps us understand what factors affect the likelihood of working from home. - In a survey conducted between July and August 2020, it was discovered that close to half of the individuals who had not previously worked remotely but had to due to the COVID-19 pandemic expressed a preference to continue working from home. A survey was given to people in the U. S and 1,275 people answered the questions. The entire country's group of people were used to figure out the model. This study looks at how likely people are to work from home. It uses a method that takes into account the different ways people behave, and looks at how different factors affect the chances of working from home. This gives us new information about what factors influence whether someone works from home. It was discovered that things like gender, age, income, whether you have children, education, where you live, and what kind of job you have all had a big impact on how people's behavior changed and what they like after the pandemic.

In the last couple of years, individuals working remotely have formed thoughts on how work will look post-pandemic. Several businesses are exploring different approaches to work arrangements in order to create a positive experience for both employees and managers in terms of when and where work is conducted in the future. Smite *et al.* [11] research provides insight into the emerging trend of working from home. Authors reviewed 22 surveys completed by company employees and 26 work policies tailored for recent graduates. Translations conducted by 17 enterprises across 12 global locations. Our results have three parts. Due to new workplace regulations, all companies are now granting their employees greater flexibility in choosing their work hours and location. Flexibility in the workplace can vary greatly from one company to

another. The document explains the different languages used by companies to describe how much working from home is allowed, any special cases, moving permission, and rules for getting permission to use something. Thirdly, we discovered a difference in the understanding between employees and managers. Working from home used to be something that only some employees could do if the manager allowed it. But now, it has become a normal benefit that all employees can enjoy. Ultimately, companies are likely to modify their workplace policies on work location and hours based on feedback from employees and their experiences. The article offers additional information on the evolving technology industry post-pandemic and discusses the potential implications for the future.

2.2 Effects of working from house on personal health:

Denzer & Grunau [12] research unearthed novel findings on the influence of working from home on the physical and emotional well-being of individuals in Germany through the use of distinct data. The ability to work from various locations has been heavily utilized during the pandemic to prioritize people's health and prevent the spread of the virus while also safeguarding employment. So far, we don't have a lot of research on how this thing can affect health and happiness, even though it's really popular.

WfH became more popular before the pandemic. In order to prevent COVID-19 from impacting our data on remote work, we implemented a technique to isolate other variables from influencing the findings. The quality of not changing over time. Also, we will describe why some people work from home using a method that compares the differences in owning mobile devices at different locations. People's perception of their health was influenced by working from home, although it did not result in any change to their actual health. Working from home made a big difference in our health. Our study examined the impact on various demographic groups and revealed that men and middle-aged individuals experienced the greatest advantages from remote work.

Oakman *et al.* [13] described that the Covid-19 epidemic has necessitated extensive remote employment, leading to a serious investigation of its influence on workers' mental and physical health. This quick investigation, which covered datasets from 2007 to May 2020, found 23 relevant papers focused on 10 health outcomes. The results emphasize the importance of workplace assistance, assistance from peers, social ties, and related to work disputes when determining health outcomes. Particularly, women tend to be less likely to benefit from better health outcomes while working from home. Because of the complexities of the work/health interaction, systemic elements must be considered to optimize the influence of WFH on worker health. Businesses should develop explicit rules covering work-from-home limits, job clarity, workload, evaluations of performance, technological assistance, and building ties among coworkers as remote employment continues.

This research lays the groundwork for suggestions to improve the psychological health of remote workers, while also recognizing the continued significance of required WFH in the months and years to come.

Sutarto *et al.* [14] study investigated the transaction between employees' mental well-being and efficiency amid the COVID-19 emergency within the setting of obligatory work from domestic (WFH) in Indonesia. Utilizing a cross-sectional plan with 472 substantial reactions, the Discouragement, Uneasiness, and Stretch Scale (DASS-21) and Person Work Execution Survey (IWPQ) were utilized. Discoveries uncover critical predominance rates of uneasiness (46.4%), discouragement (18.4%), and push (13.1%), compared with moderately great efficiency. Socio-demographic variables such as sex, age, instruction, work encounter, conjugal status, number of children, and organizational nature affected mental well-being, but

not efficiency. Interests and workspace accessibility affected both. The way demonstration outlines a negative relationship between WFH employees' mental well-being and efficiency. This consideration underscores the suggestions of required WFH on mental well-being and efficiency, encouraging organizations to consider person and word-related characteristics for viable future work courses of action. Be that as it may, advanced investigations tending to representativeness and generalizability issues and investigating potential stressors are significant to comprehensively advise techniques for relieving mental dangers and overcoming WFH challenges within the COVID-19 period.

Subha *et al.* [15] study looks at how occupational stressors affect the mental health of women software professionals working remotely in metropolitan Bangalore during the COVID-19 epidemic. The COVID-19 pandemic has had an impact on many facets of our lives and has resulted in several long-term effects. As the pandemic has affected people differently throughout the globe, the real well-being of female IT personnel is jeopardized owing to extended periods of work from home. Physical separation, fear, susceptibility, and a prolonged time of remote working have caused a large percentage of women in the IT field to face emotional issues.

This is primarily owing to the illnesses, drug misuse, and family troubles that a high proportion of work-from-home female software firm workers face. Working from home for an extended length of time may be disruptive to women's mental health as they attempt to find a work-life balance. Workload, Job Insecurity, Poor Work Environment, Psychological Issues, and inadequate Discipline are identified as the top five causes of workplace anxiety when working at home for women IT professionals in metropolitan Bangalore by the exploratory factor study. The research's multivariate regression analysis shows that the association between the five components of workplace stress and mental wellness is adversely important with a negative correlation.

2.3 Emergence trends of working from home:

Stefaniec *et al.* [16] described that a lot of people started working from home because of social distancing and measures to control the Covid-19 virus. The long-term impact of the unexpected changes in daily work and commuting patterns is anticipated to be significant. Regardless of how energetic the current trends are, it's still uncertain. So, it's important to understand what employees want in the future after the pandemic. We should focus on office workers and how they are able to adjust to different work environments. This paper shows what office workers in Ireland want when it comes to working from home. It also looks at whether they are willing to move homes for the sake of working from home. The paper also tries to explain why office workers have these preferences. People really want to work from home a lot more now, either all the time or some of the time.

This desire to work from home is strongly linked to how long people used to commute before the pandemic, and to how they feel like they are getting more work done and having a better personal life because of the time they spend working from home. Additionally, some experts say that they might move within the country if they can work from home. These results show how many people want to work from home or use targeted advertising, instead of how many people will actually work from home after Covid.

J. Morawski [17] studied the changes in the European office rental market as a result of the shift towards working from home in the last 30 years. The article utilizes data from Eurostat and CBRE and applies a statistical approach known as panel regression to analyze the impact of remote work and office presence on vacancy rates in various cities over a period of time. The results are interesting for many reasons. "More people working from home doesn't seem

to affect how much rent costs or how many empty buildings there are. " Sometimes working from home is the main reason that office market indices change. Additionally, despite initial skepticism, there is growing evidence that remote workers can outperform traditional office workers in the job market.

The article suggests that working from home is just one part of bigger changes at work, and is related to other things happening in society. have a positive effect on the business occupancy market. Despite the focus on past events and their potential relevance to today's pandemic being unclear, the findings highlight the need for a broader consideration of remote work. Learn more about how people in the office work and the things they do.

S. Shetty's [18] study is based on the impact of working from home on employee productivity in the IT sector. The main objective of this particular study was to conduct in-depth research to understand the employee experience of working from home and to find out whether working from home has any effect on employee productivity. Exploratory and descriptive research was carried out using questionnaires.

This approach was taken to gather employee opinions and experiences and see if there are any trends in employee productivity when working from home. Research shows that working from home has a significant impact on employee productivity levels. While there are mixed opinions on whether employees' productivity at home is low or high, employees also share their views on how their productivity levels will be negatively affected. Overall, it is clear to see the high level of positivity resulting from working from home and its positive impact not only on employee productivity but also on work-life balance, satisfaction at work, job stress, and employee motivation.

3. METHODOLOGY

Secondary research:

Our study explores the advantages and disadvantages of the trends of working from home. This includes research material from various articles, websites, journals, books, etc. to develop a broader understanding of the subject matter. This helped in providing an appropriate framework for the study and understanding different outlooks of design. Acquiring data from different platforms helped in questioning the research further and acquiring the different aspects of the approach.

Primary research:

After analyzing all the secondary data, this methodology was used to directly collect data and formulate certain goals and objectives. Semi-structured interviews were conducted by enquiring to the hotel management department as a design interviewer/ researcher to collect insights. This method is qualitative. The primary research also helped in formulating a targeted customer segment.

Observation:

This includes observing people who were working from home and understanding their experiences. Visits to different hotels helped in observing the current situation and trends that are changing the working pattern of the industry. This detailed methodology aided in the discovery of links and correlations within developing patterns, providing a complete view of the transformational forces defining the probable future of employment in the sector.

Hypothesis:

The hypothesis is a prediction created from a study of a given situation. For this project, it acted as a testing model keeping in mind the problems, reviews, and other data collected. This helped

in navigating through the idea and developing the next actionable steps. It also helped to define the question and solution and eliminate assumptions. Additionally, the based-on-assumptions process was useful in removing incorrect assumptions, resulting in an additional accurate and accurate examination of the acquired data. Overall, it served as a guide, directing the undertaking's course and improving its entire integrity and efficacy.

Case Studies:

This includes current scenarios and new trends in the hospitality and work culture environment. Analyzing these further helped in outlining gaps and possibilities to consider in the project. These case studies helped in rethinking the hospitality industry and blending in the hybrid model of remote working. This in-depth strategy not only gave a thorough perspective of the present scene but also enabled the research to carefully incorporate new solutions that correspond with the shifting nature between traditional hospitality and contemporary work culture. It paved the way for an innovative and flexible strategy for dealing with the difficulties and possibilities that exist at the junction of these two areas.

4. RESULT AND DISCUSSION

4.1 In the Age of Pandemic:

The Covid-19 outbreak has really damaged the economy. At first glance, the picture doesn't look nice. It's a strange period we are living in, and we are still adapting to the new normal due to the pandemic. One thing for sure is that it can be hard to adjust to change. Change happens in life, whether we expect it or not. It can come slowly or quickly, but it always happens. Our way of life has changed a lot in the past few months. Millions and millions of people have had to stay at home because of lockdowns. Many people now work from their homes, and many have also lost their jobs. The future is unclear. We don't know when things will go back to normal or what effect the pandemic will have on our societies.

4.2 Adjusting to the New Normal:

Many people are now working from home because of the coronavirus for the first time. They couldn't create a good work-from-home situation. Suddenly, even those accustomed to working from home found themselves having to navigate through numerous unfamiliar circumstances. Many people had to deal with new challenges when working from home, like taking care of their kids or adjusting to a different routine. Before the crisis, numerous research studies demonstrated that 80% of workers desired the opportunity to work from home on occasion. More than one-third of people would accept less money in return for the choice. During the crisis, working from home may have been challenging as entire families were confined indoors, but it will provide people with a glimpse into this experience. The genie has been released and probably won't go back in.

4.3 Hospitality Industry in the Face of Covid:

The COVID-19 pandemic presents a major risk to the lives of individuals and the economic stability of the world. With governments around the world making rules to keep people safe from the virus, the hospitality industry is being affected the most. In the past, the hotel industry has encountered numerous challenges such as economic recessions, terrorist attacks, and environmental catastrophes. Hotels have been facing their biggest challenge with the COVID-19 pandemic.

The hotel and restaurant industry in India is currently experiencing a decline of 70 to 80 percent in their usual business due to COVID-19. The hotel industry relies heavily on people's travel, and data from the aviation industry reveals that only 52 percent of flights were operational in October.

Due to concerns over their employment and the economy, individuals are reluctant to dine out or travel to tourist destinations, while also fearing exposure to COVID-19. There is no guide for how to handle this unexpected crisis. The COVID-19 pandemic has caused things to happen quickly, but travel has been stopped by strict measures. This has led to more hotels deciding to shut down. The hospitality industry has suffered significant harm due to the pandemic. Even when things go back to normal, there will still be rules to follow and big changes to how we live. How would you describe the new standard? We have left behind the old normal and are now adapting to the new normal.

4.4 Recovery way:

India's travel and tourism sector has made a substantial contribution to the GDP of the nation, with 9.20% coming from this sector in 2018. 2019 saw a decrease to 6.8%. However, when it comes to travel and tourist spending, the Indian tourism industry is still ranked tenth, and in 2019 it generated 8% of all jobs. Even now, the industry creates a sizable job base. In India, employment in the tourist industry is 12.75%; 5.56% of jobs are direct and 7.19% are indirect. 7. COVID-19, however, had exhausted the industry by 2020.

A Confederation of Indian Industry (CII) and Hotelivate research estimates that the tourism sector in India has suffered losses of over Rs 5 lakh crore. In addition to suffering significant losses, travel agencies and tour operators have seen an 80% to 85% erosion in their income streams from hotels.

A more inward-looking strategy that concentrates on the home market may be used in tourism. Thankfully, the virus has mostly avoided traditional internal tourism areas like Himachal Pradesh, Ladakh, Goa, Uttarakhand, the Andaman Islands, and even Pondicherry. This means that a large portion of the vacation traffic could stay in India, which is a bright spot in an otherwise dire situation. Although coronavirus has completely shut down India's travel and tourist sector, the industry's employees' spirits have not yet been broken. There are still reasons for optimism even when the blow seems tremendous. Like everything else in our life, this too will pass.

Due to almost nil revenue, the majority of hotel companies are concentrating on cutting expenses and looking for other sources of income to maintain their properties. As a result, hotel chains are providing quarantine zones for guests in order to guarantee foot traffic. Other hotel groups have used similar strategies to ensure that they continue to generate some money during these difficult times.

We'll see cross-sector cooperation, when all the businesses in the sector pool their resources to boost the economy, in an effort to influence consumers' travel habits. There will also be a great deal of sector redefining. Overall, while suffering a serious blow, it is anticipated that the global economy would turn around via these new trends in a year and that the losses incurred during this time will be fully offset in three to four years. Businesses are promoting the "New Normal" by informing the public about the existence of new packages and disseminating the information to several other websites in order to draw in new clients.

4.5 Online Case Studies Outcome:

Hilton Clean Stay is a program that was made to show customers the new rules for keeping things clean and safe at Hilton hotels. They have really good hygiene practices to keep customers safe. The goal is to make sure guests have the information they need on websites and apps, to make them feel confident and secure when things are uncertain. Another thing we're working on is making technology that doesn't need to touch anything, like using a 'contactless key'. This technology helps guests use their mobile phones to do everything in the hotel without needing to touch anything or talk to people. By using the Hilton Honors app,

guests can choose a room, check in, unlock their room, and check out without using a physical key, reducing the risk of COVID transmission. Table 1 represents the details of the hotel name, location, research types, and the outcome of this research.

Table 1: Representing the data of the primary and secondary research and its outcome.

Hotel Name	Location	Designer	Year	Selection Criteria	Research Method	Outcome
Event Ready by Hilton Clean Stay (DoubleTree by Hilton Hotel)	Gurgaon, New Delhi NCR	Hilton	2020	Programme + Marketing	Secondary	For some people, staying at a hotel is a nice vacation, but for others, it's something they have to do for work or to visit family. The program was created to meet changing customer needs during the COVID-19 outbreak.
Work from Hyatt	Chicago, Hong Kong, New York, Delhi	Hyatt	2021	Programme	Secondary	By always listening to the people who visit and use their services, they learned what matters most to them. They are focusing more on being healthy and want to have more options and new ideas to avoid feeling exhausted.
myHQ Workspace	Gurugram, Delhi, Mumbai	myHQ	2016	Programme + Services	Secondary	'Flexible workspaces' have completely changed how offices are set up and how people work together. The way we used to set up offices is not very useful or practical anymore. Businesses are now working on changing to a casual, mixed, and modern office style

						that is good for both the boss and the workers.
Saffron Stays				Marketing + Services	Secondary	Many such travel companies/ websites are helping hotels by promoting the new packages available to attract more customers.
Holiday Inn	Mayur Vihar, Noida			To understand and observe the daycation packages	Primary	Daycation (Day Use Deal) A Perfect Mini vacation to spend with your friends, family, or by yourself.
Lemon Tree, Tarudhan Valley	Manesar			To understand and observe the daycation packages	Primary	Experience new customized packages like- Bed and Breakfast, Refreshing Resort Escape, or a Staycation.

Hyatt now offers a new package for people who work from home to use its office spaces for a day. This allows remote workers to have a different environment to work in. Guests can enjoy a scenic lunch, participate in a meditation session with Headspace, and work out in the gym or their room with Exhale on Demand through this package. Hyatt's Office for the Day is great for guests who want a different place to work with all the perks of a hotel. You can also earn extra points and credits for your Hyatt membership. It is common for cafes, restaurants, and lounges to be less busy during the day, or to stay closed until nighttime. At the same time, we need places where people can regularly work, meet, and connect with others. myHQ uses these spaces and makes them into places where people can work for free. People can come together to work at myHQ workspaces during daytime hours. They are either cozy lounges or separate areas in cafes and restaurants. All of these places have good lighting, are peaceful, and have a nice desk or table with comfortable chairs. You can work here for a long time without being bothered. Located in cities like Delhi, Bengaluru, Goa, and Alibaug, Saffron Stays provides the best vacation homes for you to take a break from home. The great things about these homes are that they are private and offer different views and environments. Surround yourself with nature, stare into the ocean, or bask in the valley sights as you work and relax. Saffron Stays accommodates both long terms, and short-term stays, providing packages for each.

4.6 Individual opinions:

Before the pandemic, most people didn't usually work from home. It was more like taking time off or a break while still being able to work. A blue moon is when something rare happens. Working from home seemed like a way to avoid getting bored at work sometimes. When the lockdown happened, the way the world works and organizes itself changed completely. Working from home had a bad side too. It made it hard to build relationships and talk to people every day. It also made it feel like you didn't really belong at your job anymore.

Interview 1: Sanjiv Sanghi, 54, General Manager at ONGC

Opinion:

"*Working from home has not been very good for me, as it is monotonous, allows no interaction with colleagues and the productivity also goes down. The only plus point was that it was safe and there was no travel involved.*"

Interview 2: Srishti Sanghi, PhD Student

Opinion:

"*Before the pandemic struck, working from home seemed like an incredible perk to me so when I was told that we would be working from home for the next few weeks it seemed like a good idea. Even though the initial few months were quite productive and I was able to plan my project and subsequent experiments, my productivity declined immensely and it became very difficult for me to concentrate and focus on work.*"

Interview 3: Drashti Shah, 21, Student

Opinion:

"*Working from home has been quite a journey that I've not enjoyed. What I like about it is that I can work flexibly but what it leads to is procrastination since there's no fixed schedule. Also, the entire experience of being with peers and being in touch with them daily is something I miss the most which I also feel is very essential as it was a significant part of my routine. Lastly, being at home does not provide an office/workspace-like environment which leads to distractions at all times. Be it helping with chores, attending the door or just running errands which does disrupt my workflow*"

Interview 4: Hrhythm Gupta, 22, preparing for MBA

Opinion:

"*I was giving entrance interviews from home and there were delays because of technical errors. But there was an added advantage of no commutation. However, since everyone was working from home, it was difficult for me to find an empty corner with good connectivity. The background noise in the house made it difficult to be focused for the interviews and sometimes caught the panelist's attention which created a negative impact on them.*"

4.7 Design Strategies:

Working from home has become more important lately with everyone being stuck inside their homes and working in the same spot as their home office for a long time. The idea of 'workation' is becoming more and more appealing. What's a workation. It's when you mix work and vacation together. Instead of staying at home all the time, going somewhere different can really help your mind and make you feel better overall. This is like working and having fun at the same time. It's becoming popular for people who love to travel, go backpacking, or have jobs that let them work from anywhere to combine their vacation time with their work. In the past few years, the way we work has changed a lot because of new technology. In recent years, it

has become harder to separate work from our personal lives because our schedules are so busy and we have too many deadlines to meet. In order to deal with changing work schedules and handle stress better, we need new ideas to help balance work and personal life. Many workers found it difficult to work from home during the lockdown. Balancing work and family was hard for everyone with a job. Many people also believe that not being able to physically interact with others is making it difficult to do their work well.

Figure 1: Representing the highlights of the site Jim Corbett Resorts.

In India, there are ample of best workation destinations like Coorg, Goa, Bir, Nainital, Shimla, Chakrata, Munsiyari, Kannur, Kausani, Mussoorie, Wayanad, Srinagar, Assam, etc which you can choose as your Workation destination. Uttarakhand has many workation destinations where you can continue your workcation without any outside interference. Whichever type of location you want to spend your workation, Uttarakhand offers you that type of destination. If you want a lakeside location for your workstation you have the option of Nainital, Bhimtal, Nakuchiyatal, etc. If you want a location with a Himalayan view & adventure then you have the option for Mussoorie, Kausani, etc. and if you want a wellness location then you have the option of Rishikesh, Mussoorie, etc. So in short, Uttarakhand has plenty of options for your choice of interest. Settled amidst 8 acres of greenery and on the banks of the serene River Dhela is The Golden Tusk Resort in Ramnagar town of Uttarakhand. Nestled quietly in the countryside of Ramnagar, the resort resides on the forest brims and is only a short drive away (about 5 minutes) from the Jhirna and Dhela Safari zones of the Corbett National Park shown in Figure 1. The Golden Tusk is one of the best Jim Corbett resorts that eases you from the everyday city chaos with its spa and recreational activities that help you reach a tranquil state of mind.

4.8 Design Development:

n the hospitality industry, employees are expected to deliver top-notch service and ensure customers enjoy themselves.The main idea is to rethink and adapt work environments to be more accommodating for workers.- Previously, hotels emphasized luxury for their guests, but the emergence of Covid-19 has prompted them to consider new methods of generating income. The Indian hospitality sector is beginning to implement innovative strategies, such as providing

meal delivery and laundry services, to appeal to customers. Hotels will make more money and make their guests happier in the future. Collaborating with businesses embracing a work-from-home model will be advantageous for the hospitality sector and offer added rewards for staff, including loyalty programs. This will make it cheaper and more appealing to regular people. This situation is beneficial for both the hotel industry and offices. Workers want to work in different places, and hotels want to have more people staying there because fewer people are staying at hotels. The pandemic has transformed not only our work practices. It has also changed how people go on vacation. Some old trends are becoming popular again and working well now. Similar to the popular way people are traveling now. Staycations became more popular during the pandemic because people couldn't travel far away due to restrictions and risks. - The tourism industry suffered a severe blow, but it aims to recover by embracing these new trends. Luxury hotels, resorts, and other places are making special packages for short trips or work trips. This could help to prevent further harm to the struggling economy. The villas and suites feature porches adorned with plants that entice birds and provide a sensory experience. These areas are now used as work hot spots and for other activities. Starting from the entrance, there is a gallery for people who love nature, different types of places to stay like suites, villas, and luxury tents, a fancy restaurant, a pool, places to have fun, and a spa. They are all located along a small river that runs through the site, with many places to sit and relax. Blend lets you work from home and also have time for fun and relaxation. This helps you feel better, get more work done, and have a good balance between work and personal life. The thought of moving to a place nearby for a few weeks or more sounds nice. Picture yourself sitting in the mountains or at a peaceful beach with your laptop, wearing cozy clothes and enjoying hot cocoa or beer. Whether it's working in a new office, eating healthy food, or having fun at a karaoke night, this model will make sure you're taken care of.

5. CONCLUSION

It is clear that things are going to change, and the pandemic seems to be the reason that will make hotels start using new and better ways to run their business. The result is this combination model. It will make a new kind of hotels/resorts for people to relax and feel refreshed. A place for people to take a break and feel refreshed by moving to a different place for a short time. - The model can be connected to various locations in order to accommodate the users' needs and the specific location. An increasing number of individuals are choosing to work remotely, and partnering with a company such as Industrious could potentially prolong this trend beyond the return to usual hotel operations. More and more people want to work from home. Many people want to be able to work from home or from anywhere in the world. A growing number of businesses have opted to implement remote work as a permanent work arrangement. Yes, workation could last for a long time. - With remote work becoming more widespread, the option of taking a workation is increasingly popular, even if offices eventually resume normal operations.

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CHAPTER 3

PRARAMBH: THE BEGINNING OF A CHILDREN NEW JOURNEY

Prof. Nikhil Sahni, Assistant Professor

ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India

Email Id- nikhil.sahani@atlasuniversity.edu.in

ABSTRACT:

It's important to note that there are more than 30 million orphaned and abandoned children in India that's almost 4% of the youth population. Children are the future of our country and orphan/street children are one of the most vulnerable groups in society as they are lost and have no identity. They don't have the love and guidance that one needs from parents, The only thing that brings a sense of belongingness to them is their environment. Hence it's crucial to design the environment where they will be placed, with utmost sensitivity and thoughtfulness. The aim of the capstone is through design, to create a space that helps them overcome the identity of the "victim" and create a new identity of their own. A space where they can explore and develop their character, skills, personality, and behavior that eventually form their identity. The idea is to create a space that acts as a nurturing tool, a source of inspiration by the use of multi-sensory stimulation, behavioral design, and architectural psychology while also taking into account the budgetary limitations of the space.

KEYWORDS:

Children, Child Labor, Design, Street.

1. INTRODUCTION

Millions of youngsters live on the streets and in poverty all over the globe. The majority of these youngsters lack access to health care and education. Henry Mayhew coined the phrase "Street Children" in 1851. Previously, these youngsters were merely labeled as homeless or abandoned. Several economic, societal, and political issues have been identified as causing street children. The breakdown of families is a major social element. Street children are less likely to originate from a fatherless family and have less access to running water or bathroom facilities [1]. Their parents are often jobless and uneducated. The economic issue derives from the fact that half of the population subsists on 14% of national income. The vast majority of street children are considered victims of "economic violence." With all of these variables working against children in Latin American nations, it is estimated that there are 30-170 million street children. These kids vary in age from 8 to 17 years old. All of these causes, as well as the growing problem of street children, are being acknowledged. In reality, the main issue with street children is their presence on the streets, as well as violations of their human rights. The fact that the number of these children is increasing is becoming an issue [2]. The number of minors begging, peddling, stealing, sniffing, and loitering is increasing by the second. Not only is the crisis worsening, but human rights are also being violated.

"Street children throughout the globe are exposed to physical abuse by police or are killed outright, as governments consider them as a scourge to be exterminated, rather than as children to be fostered and safeguarded. Those youngsters have no criterion for determining what is good and wrong. They may be subjected to very brutal conditions such as prostitution, sexual exploitation, drug use, and other types of contemporary slavery. "Street children in the third world, who lack access to necessities, are always easy prey for flesh traders." Street children are in great demand among pimps and brothel proprietors because they sell themselves at low prices [3]. These youngsters are at significant risk since neither they nor their clients utilize contraception. As a result, the odds of becoming pregnant or contracting a sexually transmitted illness are significant." A finite circle is a concern since children grow into adults. They will be in the ideal condition for crime; evil will walk on his feet. Individual illiterate individuals with poor moral values and impaired psyche will exist. Those adorable impoverished children of the past will be the evil that oppresses other defenseless and innocent children in the future. All of this indicates that today's street youngsters will become criminals tomorrow [4].

Figure 1: Representing the conditions of the street and orphan children.

The Indian Constitution mandates that the government prioritize the health and happiness of children, and also ensure their protection and assistance to prevent exploitation and neglect. This means that children should be the most important when it comes to their rights in the country. Some children live on the streets. Some employees have families and they go back to their homes at the end of the day. Others are on their own because they don't have parents or ran away. Even if they have a home and family to return to at night, some individuals may still end up sleeping on the streets. The runaways are wandering around without any rules because they escaped from a life of violence and abuse, and the streets seem like a better option for them. Children who move from their small towns to big cities in search of jobs so they can send money to their families. Many children and adults end up living in poverty, being abused, and exploited when they live on the streets instead of having a way to return home [5]. [6].

The street children in India spend most of their time outside, so they have to deal with very hot weather, flooding during some months, and cold winters. When the weather changes, we don't have air conditioning or extra sweaters to help us feel more comfortable. Consequently, it indicates that kids have a higher chance of falling ill and experiencing more severe symptoms. The nature of their work, such as handling waste and working in sewers, along with the unhygienic living conditions, can increase their susceptibility to severe illnesses, not just common ailments. Poor people don't have enough access to medical care, so they might not get better and might not be able to work later. Due to their circumstances, street children have to forgo their childhood and work tirelessly instead of playing. Children don't have places to play and have fun unless they ask for help. So, a lot of them start drinking and doing drugs [7]. Children end up in the Juvenile Justice (JJ) System because of situations like being homeless, poor, abused, or abandoned. Then, it is the job of each person involved in the system to take care of them. To make sure the system runs the right way, a strong set of rules and laws called the Juvenile Justice (Care and Protection of Children) Act, 2015 has been made. It tells everyone involved what they need to do. Child Care Institutions (CCIs) are a place where children can go when they have no other safe place to go. It's not the best place for children to live long-term, but it's an important part of the justice system. CCIs are meant to be a safe place where children can heal from difficult experiences, learn to trust again, and learn how to live outside of the institution. According to the JJ Act 2015, and JJ Model Rules, 2016, all child

care institutions, whether they receive money from the Government or not, must make sure that children are safe, secure, treated with respect, and well taken care of, following the set rule [8].

This study focuses on understanding the special spatial requirements required for shelter orphan and homeless kids, a favorable environment for their health and growth. The refuge provides a transforming chance for youngsters to begin a new chapter in their lives. This study wants to be more than a physical place; it aspires to be a nurturing instrument, giving these youngsters the support and atmosphere required for personal development. The final goal is to enable them to create a new identity that transcends prior problems, promoting a feeling of identity, stability, and optimism as they navigate their path to a better future.

2. LITERATURE REVIEW

Vergara *et al.* [9] phenomenological research digs into the experiences, ambitions, and worries of abandoned children in the Philippines, addressing a crucial problem that affects about 1.8 million children. Ethical issues were emphasized, moral standards were upheld, and secrecy precautions were put in place. Five participants were interviewed using purposive sampling, showing three dominating themes: "Questions of Sufferings," "Standing Tied Down Within the Ground," and "A Choice to Move Forward." The results highlight the many obstacles that abandoned children confront on a social, emotional, psychological, spiritual, and physical level. The report makes suggestions for more research into their health, nutritional condition, and emotional well-being, as well as pushing for broad changes to improve the lives of these vulnerable people.

Forber-Pratt *et al.* [10] described this consideration as conducted in arrange to survey the prospects for actualizing cultivate care as an elective to the prevailing framework of organization care accessible to stranded and deserted children in India. 653 families in urban Udaipur took part in a mixed-methods-based evaluation of receptivity to cultivate and assenting care. The lion's share of those who reacted detailed receptivity to the thought of cultivating care as an elective to organization care. Be that as it may, examinations illustrated that respondents too saw obstructions to executing efficient cultivate care, especially concerning family enrollment due to issues securing family and community bolster for interest. The comes about is talked about in light of legislative calls for non-governmental organizations and other partners to establish choices to cultivate and receive care. The comes about of this has connected centrality for organizations and professionals looking to execute care options for vagrant and deserted children in India.

Thielman *et al.* [11] described that ponder looks at the well-being of over 1,480 community-living stranded and deserted children (OAC) aged 6 to 12 in Cambodia, Ethiopia, India, Kenya, and Tanzania. Utilizing a two-stage irregular examining handle, the Positive Results for Vagrants (POFO) evaluates child, caregiver, and family characteristics and their affiliations with different well-being results. Discoveries uncover that 23% of OACs are in destitute well-being, with outstanding affiliations to the female sex, suspected HIV contamination, traumatic occasions, urban homes, lacking nourishment, and moo caregiver inclusion. The consideration emphasizes the requirement for all-encompassing procedures tending to caregiver-child flow, nourishment, sexual orientation balance, and injury anticipation and treatment for progressed OAC well-being.

A. Bajpai [12] described that the Adolescent Equity (Care and Assurance of Children) Act 2015 was passed by the Parliament of India amid strong discussion, delayed talks about, and road dissents by child rights bunches, as well as a few individuals of Parliament. This authoritative note gives an outline of the foundation and forms that drove the passing of this Act. It talks about the positive arrangements within the Act, like altering terminologies to

evacuate negative implications, incorporating a few modern definitions such as stranded, deserted, and surrendered children, setting timelines for request by the Adolescent Equity Board, streamlining strategies for appropriation, incorporating of unused offenses committed against children and required enlistment of Child Care Educate. It examines the questionable arrangement of "transferring" children between 16 and 18 a long-time blame of "heinous offenses" to the grown-up criminal equity framework. It gives suggestions for law change and way better usage of the law.

Whetten *et al.* [13] research focuses on rates, determinants, and consequences for education in five low and middle-income countries (LMICs): Cambodia, Ethiopia, India, Kenya, and Tanzania. A two-stage random sample process was used to identify 1,480 OAC aged 6-12 in the Positive Outcomes for Orphans (POFO) research. According to the findings, 60.7% of OACs worked in some capacity, with 21.9% falling within UNICEF's criteria for child labor. Increased child labor was connected with female gender, poor health, rural residency, lower family wealth, and caregiver unemployment. Additionally, child labor, but not working less than 28 hours per week, was connected to lower enrollment in school, emphasizing the need for tailored interventions to address these issues for sensitive OAC groups.

G.chopra [14] reveals India's troubling picture of child protection challenges, including abuse, exploitation, slavery, child labor, street kids, child marriage, hunger, and child mortality. Despite strong regulations, legislation, and program designs, the startling figures highlight the country's shortcomings in comparison to its worldwide peers. The pandemic of COVID-19 has aggravated the issue, resulting in increased abuses of children's rights. The author underlines the Union Budget 2019-2020's financial constraints and minimal increases in funding for children. The need for integrated mechanisms that integrate budget allocations across ministries and emphasize child safety as a basic obligation of legislators, judges, and executives is critical. To effectively tackle the complex difficulties confronting India's vulnerable children, it is critical to transform from discrete initiatives to integrated systems.

S. Finds [15] described that in a recent SOS Children's Villages India research, India is home to 20 million orphans, with the number anticipated to climb by 2021. Despite popular belief, 96% of these orphans are youngsters abandoned by their parents, rather than people who have lost their parents. Poverty appears as a key reason, with greater orphan rates in places such as Uttar Pradesh, Bihar, and West Bengal. The report also emphasizes the effects of social upheaval, militancy, and illnesses such as HIV/AIDS. Although the total amount of orphans is expected to reach 24 million by 2021, joint efforts from governmental and non-governmental organizations are critical to meeting their nutritional, educational, and protective requirements.

Azzam *et al.* [16] described that for decades, various nations have been seeing the Road Children wonder where millions of children around the world are subjected to dangers. Despite the vital part of middle non-residential intercessions utilizing drop-in centers in securing and restoring road children, there's a lack of inquiry about tending to the quality of the plan of these centers and how design might impact their operational preparation. Those perceptions welcome exploring drop-in centers utilized in hone from a planning point of view and address adjusting structural applications for compassionate crises, centering on "Child-Friendly Spaces". The study points to supply arrangements for superior quality plans, encouraging operational challenges. The strategy attempts the examination through essential and auxiliary tomahawks. This includes conducting writing and universal points of reference audit and optionally, an Egyptian-relevant first-hand documentation and subjective examination of chosen centers.

Moffa *et al.* [17] systematic analysis investigates hygienic practices and environmental health conditions in institutional care settings for orphaned and abandoned children, a vulnerable group that is often deprived of necessities. The authors evaluated data from 45 publications

covering over 500 institutions in 29 nations, with the top problems being poor personal hygiene, insufficient water and sanitation infrastructure, and overcrowding. Protozoan infections, helminthic infections, viral infections, and diarrheal disorders were common health consequences. While there was more research on existing circumstances, interventions to improve behaviors and situations were few. Inadequate recordkeeping, caregiver skills, and organizational capability were all issues. The study emphasizes the need for guidelines, facility monitoring, responsibility for shortcomings, and implementation studies to improve the well-being and development of orphaned and abandoned children throughout the world.

Rajan *et al.* [18] research looks at the similarities and differences in reported traumatic experiences amongst 1269 orphaned and abandoned children (OAC) and their caregivers in family contexts across five low and middle-income nations. It is part of the "Positive Outcomes for Orphans" (POFO) longitudinal project that investigates certain kinds of potentially traumatic experiences (PTEs). Children were more likely to report physical abuse, sexual abuse, and family violence, but caregivers were more likely to report natural catastrophes and accidents. High concordance was reported for wars, riots, homicides, and family fatalities. The research emphasizes the usefulness of child self-report for PTE screening in resource-limited settings, highlighting the relevance of kid views, especially on domestic violence and sexual or physical abuse.

H. McGinnis [19] described that the preservationist gauges of the number of stranded and deserted children recommend there are roughly 132 million around the world, of whom the larger part dwell in Asia taken after by Sub-Saharan Africa. Inquire about elective care for children in require of parental security have generally been siloed by care settings without thought of chance components over care sorts. One calculation particular to elective care that happens for all children over care settings is disturbance and detachment of birth guardians as a result of out-of-home arrangements. In this way, the reason for this cross-sectional study of 170 young people in organization care in South Korea was to investigate whether a common hazard figure particular to the encounter of family expulsion and arrangement in elective care, cognitive evaluation of birth parent misfortune, displayed and was a hazard calculate for more mental wellbeing and behavior issues. Discoveries confirmed the larger part of young people in regulation care had considered almost birth guardians, but most did not express negative feelings towards birth guardians. A more negative examination of birth parent misfortune was found to be a noteworthy indicator of more depressive indications, PTSD side effects, and internalizing behavior issues, but not more externalizing behavior issues. Discoveries propose cognitive examination of birth parent misfortune may be a chance to calculate for more mental well-being and inner behavior issues for youth in organization care which frameworks of alternative care got to help youth in having data around their birth guardians in any case of contact.

3. DISCUSSION

"Interior design can affect how we feel, and people have known this for a long time. For example, in India they have Vastu Shastra and in China they have Feng Shui. " As more research is being done in neuroscience, scientists are discovering amazing results. They have proven that interior design can make people feel happy or sad. This discovery means we can create places that use pretty things to help people feel more creative, peaceful, and happy. The Mental Health Foundation says that many people feel anxious or sad. Many ways to decorate a room have been found to help people feel less stressed and sad. Recent studies have made the connection between home design and emotional stability even stronger, confirming what people have long believed. In healthcare, the connections are well-known. Making spaces where people can be together or be alone can help people feel better in their minds. Some places

make you feel worried, while others make you feel peaceful, and you don't know why. Sometimes environmental psychology doesn't rely on evidence and focuses on studying how people interact with their surroundings. Irving Weiner, a professor at Massasoit Community College, says that things in our environment can affect how we feel and act, even if we can't see or touch them. By using interior design to consider people's feelings and behavior, we can make spaces work better and help people feel happier and healthier. It's important to make the room look good and also consider how it's used, how it connects to other things, and how easy or hard it is to understand. This will make sure the people in the room and the environment work well together.

3.1 Design Psychology and Children:

A space for the kids is not about making it look beautiful and filling it up with books and toys. It's about the mindful curation of the space and a dysfunctional and productive output that we can secure effectively. Interior designing is generally associated with making the interiors look pretty and luxurious but at the same time, interior designing also affects the psychology and the moods of the people that live in it. Children have the most profound possibilities of growth and therefore are highly sensitive to color, shape, objects, and the environment around them. It is the psychology of interior design that can aid the child in developing their cognitive and receptive functions and has been successfully used by designers and architects to procure the best out of the space. Specifically talking about institutionalized kids, it's very important to note that they spend most of their time indoors in that one institution and have very limited interaction with the outside world which is why it's important to design their surroundings in a way that is not only aids in their growth but also acts as a nurturing tool.

3.2 Liberation and Adaptability:

Zoning and adaptability are crucial for not only coworking spaces but for other areas as well. It is crucial to include sections for both solitary work and collective teamwork and interaction in these environments. Mixing up where people sit can also help them see things in a new way and get out of their usual routines. The various zones and adaptable seating in a learning environment hold equal significance for similar reasons.- When designing buildings and spaces, it's important to consider the needs of children. Allowing children to play and explore the space around them is really important. Kids are told to do things by themselves and take care of themselves because of how the design is made. Different levels stacked together in a fun way can help kids use their imagination and explore. Every child is different, so every space will be seen differently by each child. Play areas for kids should be flexible and able to be used in many different ways. They should be able to change based on what the child wants. Being able to spend time in nature and feeling free and independent is really important for our mental growth. It helps us feel more open and liberated. Bradley University in Illinois has a different approach: they have study tables that are attached to a steel staircase where students can work together. Students want classrooms that have open and flexible designs. Instead of having a regular classroom with separate desks, designers should find ways to make different spaces for students to work in. Teachers from Edutopia suggest organizing desks and tables to make separate areas for different subjects. They also say that classroom furniture should be able to be moved to fit the needs of the students.

3.3 Colour:

Colors have their own language. Without words or sound, it's about how we see and feel things. Colors are not just described by their brightness or darkness, but also by how they make you feel - like if they are exciting, relaxing, or not nice. The colors we see can make us feel certain emotions without us even realizing it. This can give more meaning to things like objects,

brands, and buildings. The psychology of colors is a concept used in different areas to make people work better, feel more relaxed and to help with healing. It's obvious that color plays a big part in how we see the world. However, it may be surprising for some people to know that the colors around us can actually affect how we feel. When the eye sends color to the brain, the brain makes a hormone that can change how we feel, think, and how much energy we have. The way colors are put together can affect how people feel. Babies might not like being in a room that is mostly yellow, but they might be happy and calm in a room with blue, green, and yellow colors. Different colors can make us feel different emotions and give different feelings. Every color has a special meaning. Our age also determines how we see and feel about certain colors. Kids like bright colors like red, yellow, green, blue, and pink. These colors make you feel excited and cheerful. These colors also make people feel happy. As we get older, the colors we like can change too. We prefer calming colors like light shades and a smooth finish.

3.4 Case studies:

Maher Trust wants to make a place for children without parents in Satara, Maharashtra, India. They could stay and have a good life with food and the chance to learn, which they wouldn't have had before. Maher Ashram thought about how people will enter the building and how we can make a special experience by connecting what's inside with what's outside, to make a place where there's lots of things going on. We wanted to honor the past, live in the present, and be ready for the future. The central courtyard was placed as a sacred and important space to honor tradition and balance the weather. They have tried to stay connected with the environment by using local technology and materials as much as they can. They want to make sure everything fits together well and works nicely. This project was imagined to make a place where people can share ideas and connect with each other, both inside and out. They wanted to create a courtyard in the city that feels like a traditional house but also reflects modern ideas and problems. Therefore, all the activities were organized around the courtyard to allow for light and air to come in.
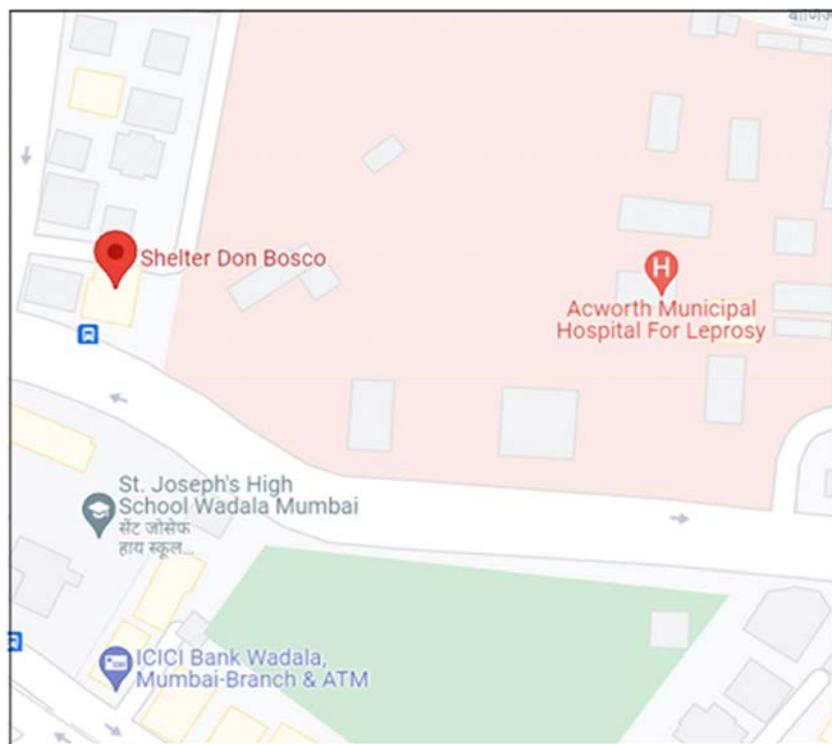
Figure 2: Representing the location of the Shelter Don Bosco a Child Care Institute.

The aim was to make a place that is safe, useful, and can last a long time. We wanted to make spaces that meet the needs and wants of the kids, while also thinking about the local climate and using materials and techniques that are easy to find and use nearby. This way, we could save money on building and transporting stuff. This will also make it cheaper to take care of. The goal was to honor the past and stay focused on the future. The main courtyard was placed as a central point with a lot of meaning. The choice was made to pay tribute to the native language and to function effectively in the prevailing weather conditions. They have made an effort to seamlessly integrate into their surroundings by utilizing local technology and resources to the greatest extent possible. This project was created with a simple idea to make a space where people can share ideas and connect with the surroundings. They wanted to create a courtyard in a city area that blends old-fashioned house vibes with modern ideas and problems. So, all the things that need to be done were arranged to happen in the middle of the building where there is light and air.
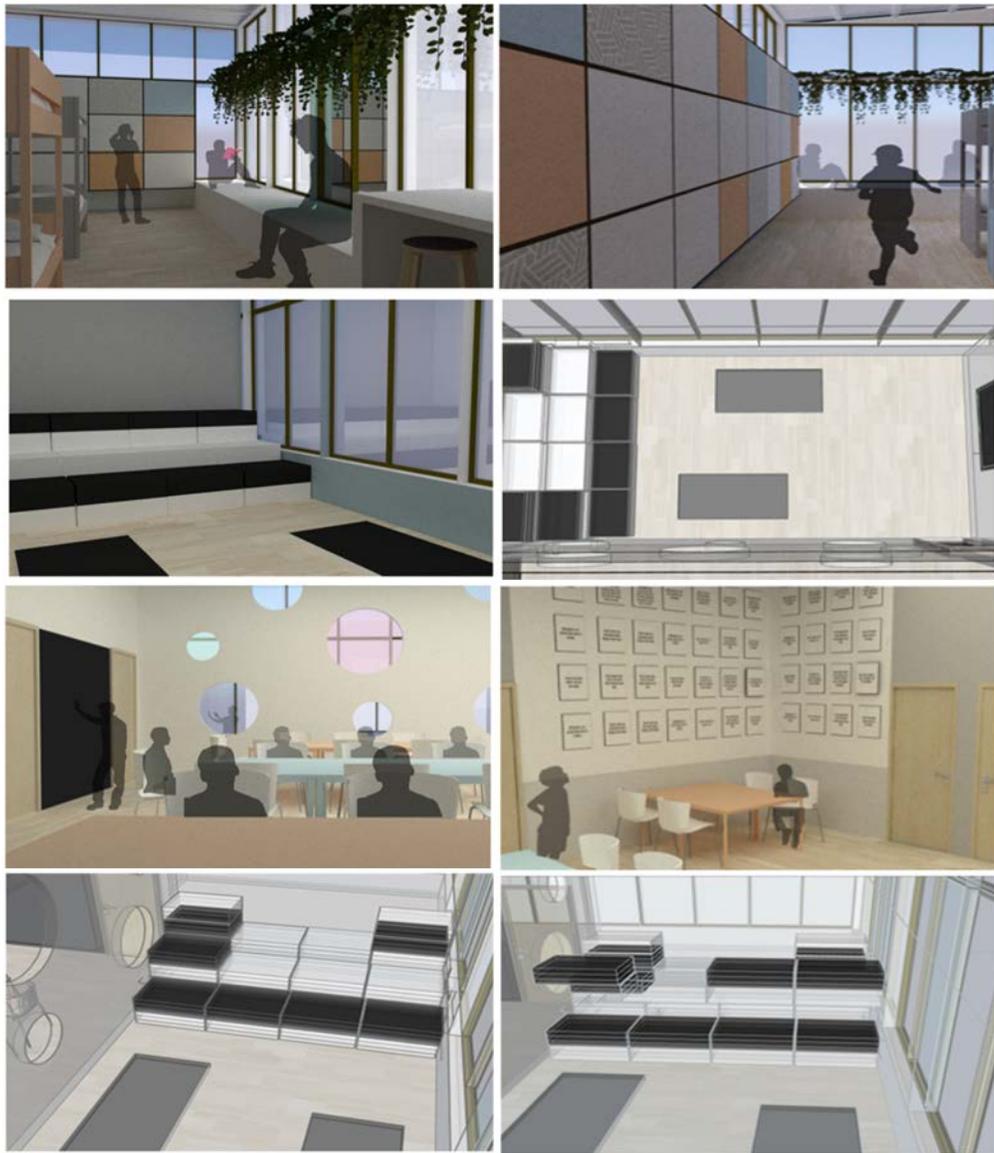
Figure 3: Representing the view of the different sections in the Child Care Institute.

3.5 Site analysis:

Shelter Don Bosco is a Child Care Institute (CCI) shown in Figure 2. Their aim is to assist children in need of care and protection, providing them with a secure environment to live and learn, and guiding them in their recovery with a thoughtfully designed program, offering love and education at every stage.The main design goal is to create spaces that are adaptable and flexible. Since the structure is built for 25 kids and accommodates 50, space utilization is crucial. Since these children don't have a family or home to go back to, this is their home and hence should feel like one. The idea is to use as many design elements as possible to give the kids a feeling of belongingness. Living in an institution can cause a lot of disturbance and chaos in separating private and public spaces hence the 3rd element is balancing all the spaces in a way that they should have some form of personal space to them and should not just be for group gatherings. The sleeping hall has been designed to strike the balance between semi-private and public space. Added elements like the bench and the study table have been given so that the kids can unwind and relax when needed. The lockers for the students sleeping on the 2nd floor have been provided here for them to keep their belongings. Bunker beds have been given as they are best for space utilization purposes. The 1st floor hall has been converted into a study/dining area. Since the kids have specific timings for their meals dedicating an entire space for that duration seemed unnecessary.

Hence, apart from the meal times, the space can be used for studying and other purposes as well. The tables are lightweight and seperable which will allow the space to adapt according to the needs of the user. The partition wall between the hall and the recreation room has been given tinted windows. The purpose was not just aesthetics but the fact that according to the survey done it was suggested that most spaces be visible from the outside since it's easier to look after the kids in this manner. Plus rather than completely feeling like they're out in the open, the windows give a sense of balance to the privacy of the kids shown in Figure 3. A blackboard wall has also been provided for the kids to interact, explore, and express their feelings. The recreation area has been given foldable block seating. The idea is that the kids sleeping on the ground floor will get their foldable mattresses and place them in the recreation area where they can be used as seating for the rest of the day. The seating can also be unfolded and used as a mattress that the kids can draw on with chalk and play. The blocks also will help their creative juices to flow as they can explore new forms and shapes while playing with them. Keeping them in place and taking them back during nighttime will also help in inculcating a sense of duty and responsibility in the kids.

4. CONCLUSION

Mumbai is a large city with an overflowing population, shelters are outnumbered by the amount of homeless children. Most shelters are full and have very little or no space currently available for children to have an organized and comfortable space to live in. By tackling these problems using design interventions, the space has been redesigned to maximize space usage in the structure. By making the space more adaptable and flexible to use, the function of the shelter is served alongside accommodating other needs of the students. This capstone stands as an attempt to reimagine, explore, and better the space to meet the needs of homeless children and the shelter services available to them.

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CHAPTER 4

HUMAN-CENTERED DESIGN IN PEDIATRIC HEALTHCARE FACILITIES: A HOLISTIC APPROACH TO TRANSFORMATIVE HOSPITAL ARCHITECTURE AND PATIENT WELL-BEING

Prof. Surya Teja Bachu, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- surya.teja@atlasuniversity.edu.in

ABSTRACT:

This study delves into the profound impact of human-centered design on pediatric healthcare facilities, asserting the pivotal role of hospital architecture in responding to critical national emergencies like the COVID-19 pandemic. It contends that pediatric hospital architecture goes beyond mere healing spaces, significantly shaping children's development and well-being. Emphasizing the need for interactive and mindful design, the project introduces a self-supporting systems approach as a means to enhance traditional pediatric facilities. Through a meticulous examination of various design strategies and methodologies, the study advocates for the creation of positive and enjoyable experiences, particularly focusing on palliative care settings. Acknowledging the challenges inherent in healthcare design, the project underscores the importance of a humanizing design approach, aiming to prioritize user needs, foster intentional design, and positively impact daily life. This study also lays the groundwork for interdisciplinary collaborations, envisioning partnerships between healthcare providers, designers, and child psychologists to explore the enduring impact of human-centered design on the cognitive and emotional development of pediatric patients. As hospitals continue to evolve in response to societal needs, this research anticipates a dynamic and continually growing field, wherein healthcare spaces remain adaptive, supportive, and responsive to the ever-changing requirements of pediatric patients and their caregivers.

KEYWORDS:

Human-Centered Design, Pediatric Healthcare Facilities, Hospital Architecture, Covid-19, Self-Supporting Systems.

1. INTRODUCTION

The healthcare sector has consistently profited from the use of human-centered design to facilitate effective and efficient services. Nevertheless, recovery Sometimes features of healthcare settings are disregarded. Recent experiences have also shown that hospital architecture aids in the healing process and increases the facility's capacity to respond effectively and adaptably to national emergencies like COVID-19. The epidemic has put a great deal of strain on pediatric care, disrupted working life, and increased the difficulty of elevating and prioritizing child health. The surroundings at pediatric hospitals influence how kids see the world and consider it based on their contact with other patients. It is noteworthy because kids are always watching and gaining knowledge from their surroundings. As a result, the space could not be focused just on healing but also on the child's general development and well-being. While some design features in the facility may be viewed as disruptive given the strict traditional hospital norms, other features can be made more interactive and mindful with an eye toward the caregivers' well-being, which serves as a supportive element in the setting. Even though these specialty hospitals consistently supply a range of exclusive amenities that provide them legitimacy and usefulness, other essential elements also help that atmosphere to finish the treatment procedure. The additional knowledge of how beautiful experiences may be generated and how design tactics directly impact what is brought to bear by a designer's position [1], [2].

This capstone examines how different design strategies can be implemented and demonstrated to improve a traditional typology of pediatric facilities, improving the healing and well-being of children and their caregivers while making a major contribution to the healthcare processes The capstone project's goal is to showcase a module that exemplifies a self-supporting systems approach, allowing for more design control in pediatric healthcare facilities via spatial design settings. These environments will link to both the space and life advancement as well as the

space and healing process. The significance of human-centered design, especially in pediatric institutions, in the healthcare sector. It highlights how important it is for hospital spaces to be designed in a way that supports successful and efficient services. The importance of hospital architecture in responding to national emergencies has been brought to light by the COVID-19 pandemic [3], [4]. The passage makes the argument that pediatric facility architecture impacts children's entire development and well-being in addition to the healing procedure.

The study notes that certain design features can be out of the ordinary and contradict established hospital practices. It does, however, highlight the need for interactive and smart design that also takes caregivers' well-being into account. The text emphasizes how important it is for designers to use strategic design to create lovely and enjoyable experiences. The aforementioned capstone project intends to use several design methodologies to improve pediatric facilities with an emphasis on improving the healing and well-being of kids and their caregivers. It suggests a "self-supporting systems" methodology, suggesting more control over design via spatial configurations [5], [6]. These environments aim to influence not only the physical space and the therapeutic processes involved but also the more general elements of life advancement. The ultimate objective is to significantly improve healthcare procedures by using creative design strategies in pediatric institutions. Hospital design has changed and developed since the Modern movement in architecture to meet the demands of the shifting population. These days, it is regarded as a component of the wellness program and one of the elements that are vital to the program. It is the responsibility of the designer to create a setting that will encourage security and benefit the patient. But sometimes, some real-world circumstances impede this work, which brings it back to the design process. For a hospital setting that prioritizes palliative care, the user's requirements and demands become essential. Designing with humanity entails improving areas that go beyond just technical functionalism and investigating it on a bigger scale. In reality, in the modern world, even a little deliberate design may have a big influence on daily life. Similar circumstances apply to healthcare facility design, which has a significant impact on a patient's physical and mental well-being while they are there. It is a sophisticated fusion of form, function, and subtle social and emotional elements. Creating one is similar to having a chat, only that in this case, the communication is between the space and the person you want to utilize.

On the other side, designing for children adds further benefits to the "functional" part of a traditional hospital, such as fascinating and eye-pleasing views. Children's experiences and quality of life may be shaped by an approach that also reveals how it forms values inside and towards society. Due to their small size, stage of development, conduct, and overall childhood, children are susceptible. They hesitate to accept the new and unfamiliar circumstances being given for therapy because they have concerns related to disease and hospitalization. Their heightened sensitivity to shifting surroundings induces tension and anxiety, leading to feelings of insecurity, unease, and danger in their thoughts.

As a result, hospital architecture should provide cozy comforts while integrating external amenities and the evolution of hospital design in response to changing needs, emphasizing its role in wellness programs. It highlights the responsibility of designers to create environments that provide security and positively impact patients. The challenges in achieving this goal are acknowledged, with the design process often facing practical obstacles. The focus then shifts to the importance of considering user needs in designing hospital environments, particularly when aiming for palliative care. The concept of humanizing design is introduced, emphasizing the creation of spaces that go beyond technical aspects to enhance functionality on a broader scale. The paragraph suggests that intentional design, even on a small scale, can have a significant impact on daily life. The complexity of healthcare facility design is discussed, noting its influence on the mind and body of patients during visits or stays. Design is described

as a conversation between the designer's vision and the needs of the user. When designing for children, the paragraph notes the added opportunity to create visually appealing and exciting views, enhancing the functional aspects of a conventional hospital.

The unique challenges faced by children in hospitals are highlighted, including their vulnerability due to size, development, and general fears associated with illness and hospitalization. The paragraph stresses the importance of hospital design in providing a homely and comforting environment for children, mitigating stress, fear, and insecurity. Ultimately, the goal is to shape positive experiences and improve the quality of life for young patients while influencing societal values. The section suggests that hospital architecture should strive to provide a feeling of cozy comfort in response to these difficulties. This is incorporating outside features inside the hospital setting to create a more welcoming and less clinical atmosphere. By doing this, the design aims to allay the worries and concerns of young patients, improving their experience in the hospital by making it more friendly and encouraging.

2. LITERATURE REVIEW

Dwiputri *et al.* [7] discussed the use of various colors and themes to adorn Hermina Children's Hospital. Children's mental and emotional well-being can be impacted by being in the hospital. Hospitals can be confusing, so signs and maps are needed inside to help people find their way around. We need to create graphics that teach and communicate using colors to help kids learn and grow. The study wanted to make a colorful and interesting design for a children's hospital that also teaches and communicates important information. It also looked at how using different colors in the design can affect how people use and understand the hospital. The study focused on Hermina Hospital Depok watched what was happening, talked to people, and asked them questions. Color coding was used to help people tell different parts of the hospital apart and understand how the hospital is laid out.

Makhecha *et al.* [8] discussed how patients and their families perceive the use of virtual appointments to obtain medication for children during the COVID-19 crisis. Investigate the opinions of patients/parents/carers and healthcare professionals on the medication optimization procedure following virtual outpatient clinic consultations during the COVID-19 pandemic to identify any problems with the processes introduced during this time and come up with ways to make them better. Create a survey to study how well the MO pathway works for children aged 0-18 who have had a VOC. This study will use both interviews and data collection to get a full picture of the pathway's effectiveness. The survey will be conducted at three different children's hospitals.

Marques *et al.* [9] discussed the Parents' knowledge about nutritious eating, their children's intake, parenting practices, family size, and the prevalence of child malnutrition at HNGV Hospital in Dili, Timor-Leste are all important factors to consider. Insufficient food intake can hinder proper growth, development, and overall well-being. Children become smaller and thinner, their thinking becomes lower, and they are more likely to get sick and even die. Several things like what you know, what you eat, how you were raised, and how many people are in your family can make it happen. This research is to find out what parents know about healthy eating, how they feed their kids, how they raise them, and how many people are in their family. It also desires to understand the number of children who are not receiving sufficient food. The study is investigating and presenting phenomena utilizing a survey. The study used mothers and children between 1 and 5 years old who were malnourished at the HNGV Dili Hospital in Timor-Leste. There were 71 people in the study, and they were selected using a total sampling technique.

Partridge *et al.* [10] discussed Investigating in what ways designers assist adolescents with chronic illnesses in the healthcare industry. The focus of this paper is on a PhD research project carried out at Lab4Living, a research organization situated at Sheffield Hallam University. The study looks at how design, health care, and creative practice are connected. More and more, people are starting to see how important design is in health care. We are using design methods and approaches more often in developing new healthcare ideas and doing research. This study looks at how design can help with health and well-being at Sheffield Children's Hospital specifically in the Pain Management Service. The study wants to learn how involving young people in designing therapy programs can make the programs better. Additionally, they are curious to see if providing instruction on design to young individuals contributes to better self-care.

Hitachi *et al.*[11] discussed the Factors that raise the probability of acquiring an infection in the hospital after a child's heart surgery. After heart surgeries in kids, infections can cause extensive illness and fatalities. The main objective was to identify the reasons behind infections occurring in children after they undergo heart surgery at the hospital. Study type: Looking back at past data from one hospital to observe patterns and trends. Location: Pediatric Intensive Care Unit at a big children's hospital. Children who are 18 years old or younger and have had heart surgery, and were admitted to the PICU between January 2013 and December 2015. No actions were taken. the medical records of patients to uncover any relevant information. We looked at the first surgery that happened while a child was in the hospital and found four infections that are often linked to healthcare. These include infections of the blood, the surgical site, the lungs, and the urinary tract used the definitions from the Centers for Disease Control and Prevention and National Healthcare Safety Network to identify these infections.

Shepherd *et al.*[12] discussed the nursing students in their younger years who tend to children in hospitals have a distinct knack for offering emotional support and making the environment feel more familiar for them. The study aims to illustrate the impact of hospitalization on the emotions of young individuals and to investigate the role of student nurses in restoring their sense of normalcy. Background: During adolescence, friends have a big impact on your life. This is a special time when you have a lot of growing up to do. A big part of growing up is making friends and feeling like you belong to a group of people your age. Adolescents find solace in communicating with peers as they perceive a sense of reassurance from not being scrutinized by them.

Dale-Tam *et al.*[13] discussed the development of a simulated emergency at a hospital in Canada. Templates for simulation design aid in the creation, utilization, and evaluation of simulation scenarios. Using a quality improvement framework, we adapted a simulation design template to better suit our hospital's nursing orientation program. Result Nurse educators use a standard simulation design template with different parts like a pre-brief and debriefing script. It follows the Healthcare Simulation Standards of Best PracticeTM after being revised five times.

Sal Moslehian *et al.*[14] discussed the study exploring diverse perspectives and theories in hospital design innovation. The evidence suggests that hospitals require innovative design, but implementing new ideas in real hospital construction is problematic. This is the main thing holding back innovation. This research study has found that focusing only on one thing is too simple. The complicated processes that cause design innovations and affect their surroundings need to be looked at from a big-picture perspective. This paper wants to understand how hospitals have changed in the way they are built and to explain the main reasons for these changes over the last 100 years.

Tiete *et al.*[15] discussed the Investigation into the mental health of healthcare professionals in Belgium during the COVID-19 crisis. Studies indicate that healthcare workers on the frontline are facing difficulties due to the COVID-19 crisis. Not much is known about the mental health of doctors and nurses working in regular hospitals during the outbreak, whether they are taking care of COVID-19 patients or not. Goals: This survey looked at how doctors and nurses working in units that care for COVID-19 patients compared to those working in units that do not when it comes to their mental health. A study was utilized to gauge public sentiment regarding burnout, insomnia, depression, anxiety, and stress. The study included 1,244 doctors and nurses from five hospitals in Belgium. They work in units for COVID-19 care, units for non-COVID-19 care, or both. Participants: 647 healthcare workers took part in the survey. About 52% of the healthcare workers responded to the survey. Measurements.

3. DISCUSSION

A designer's influence can empower the impact of a healthy environment with a focus on personalized service and attention, promoting familiarity and well-being. A well-planned physical environment can support the implementation of a high-quality program for young children in many ways. Traditionally, hospital design has evolved over many years, each influencing the other's outcome combined with the idea of supporting the environment with evolved techniques and awareness.2 The most common questions that facility designers (planners, architects, interior designers) received from healthcare clients were focused on options for creating a more pleasing environment for patients and families. Most of these questions related to the patient room, family and play spaces, grand entrances, and welcoming lobbies.

3.1 Hospital design matters to revolutionize the healthcare environment:

The importance of the hospital design idea in transforming the healthcare environment for people as individuals, families, and communities is emphasized in the paragraph. It emphasizes how every component of healthcare from clinical education to infrastructure contributes significantly to the general improvement of health status.

A significant argument made is that a well-considered design may improve patient outcomes. An atmosphere that is calm and collected may be created by offering suitable clinical education in well-designed rooms, as opposed to a busy and maybe stressful one. This shows that healthcare facilities' physical layout and design might affect the ambiance overall and promote healing and patient well-being.

Moreover, the study indicates that a well-designed hospital has components that support a comprehensive healthcare system in addition to aesthetics and architecture. The goal of this holistic approach is to treat patients' entire comfort and experience in the healthcare environment in addition to the medical components of their treatment. The study essentially emphasizes how hospital design can be a transforming force, reshaping healthcare spaces to be both practical and supportive of patients' well-being.

This helps to create a peaceful and upbeat ambiance in the sometimes chaotic world of healthcare settings. The concept of a "composed background to a rushed one" emphasizes how hospital architecture may provide peace and order amid the sometimes hectic and urgent nature of healthcare environments. This is especially important in emergency scenarios when patients and their families can be experiencing high levels of anxiety and stress.
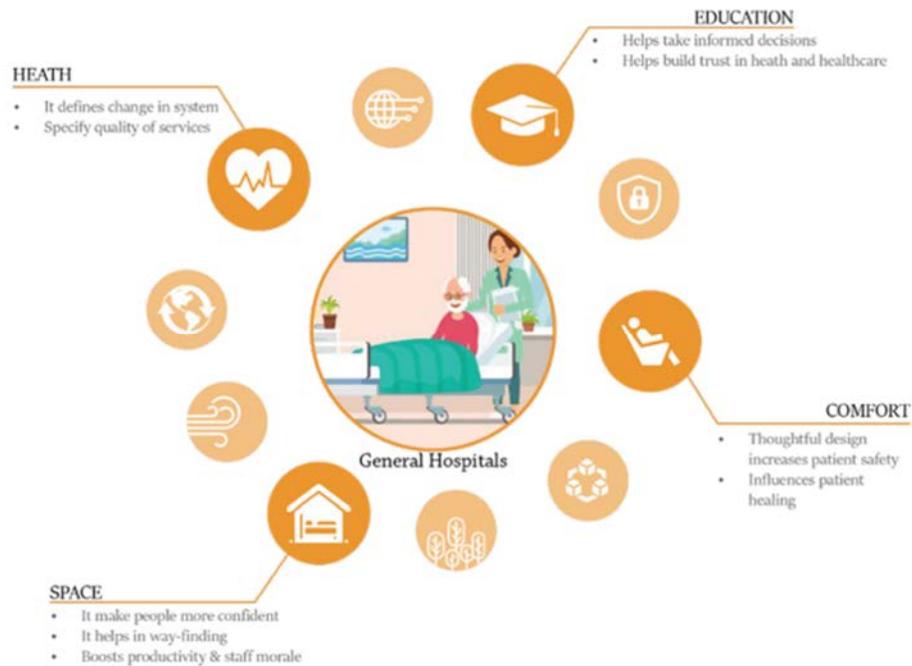
**Figure 1: Illustrate the hospital design matters to revolutionize the healthcare environment.**

3.2 Hospital design matters to revolutionize the healthcare environment in childcare facilities:

Awareness about healthy and safe environments with the establishment of medical, psychological, and sociological aspects of design creates a base for impulse to the childcare facilities. Childhood presents an important age group, not only because of their dependency on growing up but because children are in a learning process of knowing themselves and relating with other people and the world around them. It is a substructure that defines who the person is, their thoughts, memories, beliefs, values, and meanings relating to all important settings of a person's daily life. Children are vulnerable, they are sensitive towards their environments and hospitals for one can be an extreme environment for them to cope with as it challenges their daily routines, which generates responses like anger, frustration, fear, and anxiety. A child loses control over things in a setting like this, adding to the vulnerability. Avoiding negative responses in a hospital environment is a key to support recovery along with age-appropriate design. They can also act as factors that can be manipulated to obtain certain positive distractions with Healthcare provisions, Educational distraction, kid-centric spatial design, and comfort to its users.

Childhood is emphasized as a crucial age group since it is a crucial time for learning and growth in addition to being physically dependent on it. The passage highlights how people actively create their identities, ideas, memories, values, and interpretations of their everyday experiences and environments throughout infancy. These formative experiences are greatly influenced by the environments designed for children, especially in hospital settings. It serves to emphasize how sensitive and vulnerable children are to their surroundings, particularly in the setting of hospitals. They may find the hospital environment especially difficult since it interferes with their daily routine and causes them to feel fearful, angry, frustrated, or anxious. Their susceptibility is increased by the lack of control in such a setting. Thus, the paragraph underlines age-appropriate design as a critical component in promoting recovery and stresses the need to prevent negative reactions in a hospital setting.
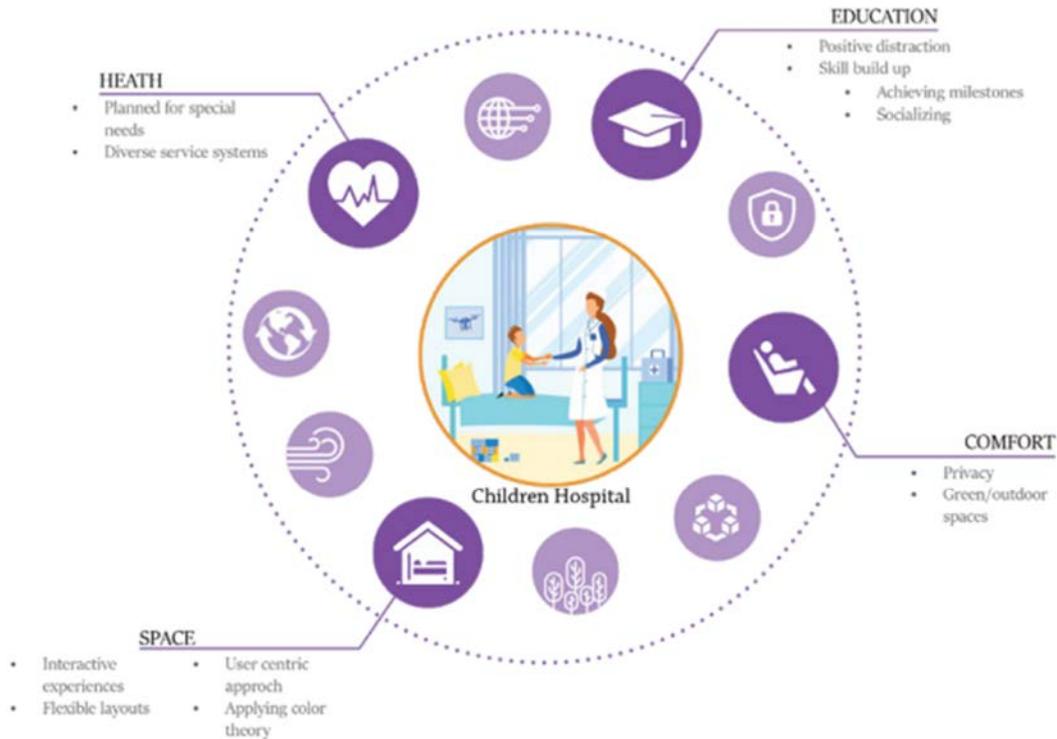
Figure 2: Illustrate the hospital design matters to revolutionize the healthcare environment in childcare facilities.

3.3 Overview of hospital city and society:

Hospitals reflect life. Every day, there are people from different ages, social classes, and genders, coming in and out. Some are working, others visiting or even living for a certain period. Comparing hospitals and cities since both aim to construct a living society comprising social, cultural, and economic integration. Constructing a hospital may, therefore, be referred to as building a 'city within a city', where a hospital is seen as a city with its interior complexity, while it does not cease to be a constituent element of the city. Independently of being a general or a specialized hospital or even a clinic, it will relate to the city in terms of location, scale, and accessibility, affecting people's lives. It is part of the designer's role to try to bridge the gap between the medical world and everyday life.

The Council of Europe (2011) defined child-friendly health care as a 'health care policy and practice that are centered on children's rights, needs, characteristics, assets, and evolving capacities, taking into account their own opinion'.5 This concept states that besides the high medical quality that should be guaranteed, children should have the right not only to be informed, according to their age group, consulted and heard, but also to not be separated from their family. Family-friendly health care is considered an included notion. Besides hospital medicinal purposes, hospitals seem to incorporate social responsibilities with their users, allowing them to be active citizens rather than solely sick ones. A will to bring important aspects of outside daily life to the hospital which can be noticed through the design of non-medical functions.

3.4 Sense of control in hospital:

In general, hospitals have established routines and rules that may lead to patients' helplessness. Lack of privacy, poor wayfinding, physical barriers, and poor communication are among the

aspects that intensify the feeling of lack of control. An effective way to combat it is to provide patients with choices. The experience of losing control is almost related to every aspect of living in the hospital, such as disability to decide what or when to eat, or even the visitation hours. For a better balance, the 'self-supporting systems' approach, enables an increase of control through the design of physical settings. One example can be enabling room changes, such as the position of the bed, the degree of natural light or sound volume (television, music).
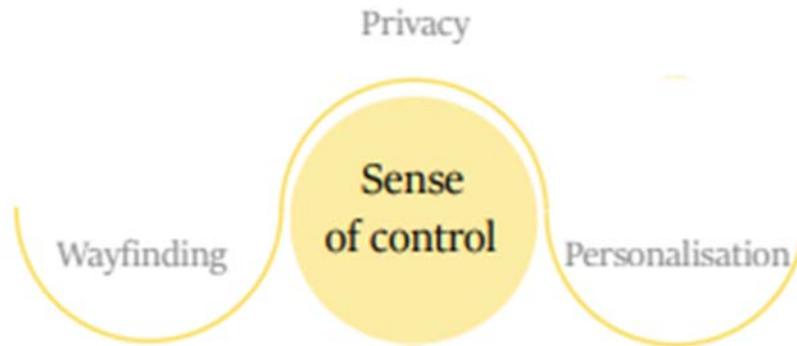
Figure 3: Illustrates the sense of control in the hospital.

3.4.1 Wayfinding:

One of the aspects that influence the sense of control is Wayfinding. It is considered as a 'spatial problem-solving. A mental image of the place layout is required for a spatial orientation. Understanding the actual location, the destination location, the route to choose, to follow that route, or when the destination is reached, are part of the problem-solving process. Concerning children, their perception and navigation through space is different from adults, thus children's hospital needs to provide solutions for a wide range of ages. The use of clinical terminology seems confusing to children, but the use of colors to differentiate areas seems suitable for all ages. Other examples are the use of mosaics, floor markers, signs, or even artwork as landmarks, which can be associated as reference points. It helps to provide a calming distraction and also acts as a navigational landmark.

3.4.2 Privacy:

Privacy is another factor closely related to control. This ability to control interactions can be considered even more important than proper social interaction since it enables controlled access to personal space or to the groups to which one belongs. Both privacy and socialization are important factors if balanced effectively can offer a better hospital environment.

3.4.3 Personalization:

It gives children the possibility to manipulate their environment, which is an important element of control. Personalization is an appreciated aspect of hospitals' capacity for adaptability and flexibility. The possibility to establish their identity and appropriate level of comfort is what brings the opportunity for self-expression.

3.5 Social support:

Children at an early age are extremely affected by social support and parental care. Their lack of knowledge about the world leads them to create expectations of surrounding people, whom they trust to be available, and to give good social support, helping them to face any problem that may arise. They should socialize not only with the people on whom they are directly

dependent but also with other children and adults around them. When interacting with other children, they learn social skills, such as getting friends' attention asking to share something, or only saying something nice. In the case of hospitalization, it is important for good development and to avoid isolation and rejection. Social support can reduce stress in populations belonging to diverse age groups.
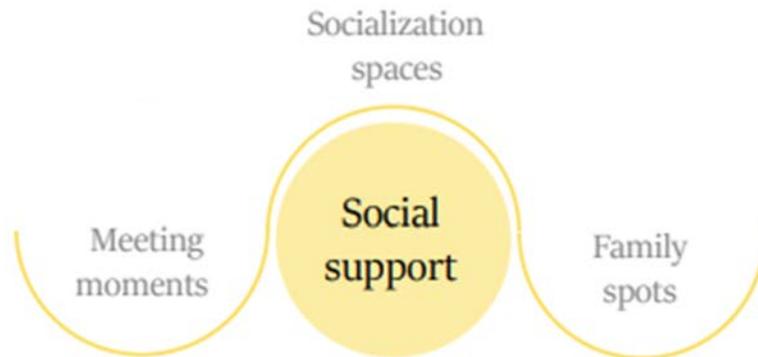
Figure 3: Illustrate the Social support in children.

4. CONCLUSION

This study illuminates the transformative potential of design in pediatric healthcare, urging a holistic and intentional approach to the well-being of patients. As a future scope, this research lays the foundation for continued exploration into innovative design methodologies, considering evolving healthcare challenges and emerging technologies. Further investigations could delve into the integration of smart technologies, virtual reality, and sustainable design practices to optimize pediatric healthcare environments. Additionally, exploring the long-term impact of human-centered design on children's cognitive and emotional development could open avenues for interdisciplinary collaborations between healthcare providers, designers, and child psychologists. The ongoing evolution of hospital architecture in response to societal needs positions this field for continuous growth, ensuring that healthcare spaces remain adaptive, supportive, and responsive to the diverse needs of pediatric patients and their caregivers.

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CHAPTER 5

REVOLUTIONIZING RAIPUR'S HOME-BUYING EXPERIENCE: ANTARA'S INNOVATIVE

Prof. Prakash Sonkamble, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- prakash.sonkamble@atlasuniversity.edu.in

ABSTRACT:

This capstone study introduces Antara, an innovative platform aimed at transforming the home-buying process in Raipur. Antara goes beyond traditional real estate websites, offering a comprehensive experience center for potential buyers. By utilizing augmented reality (AR) and virtual reality (VR), Antara provides virtual walkthroughs of homes, giving prospective purchasers a true feel for the community. The platform also serves as a single point of contact for financing, legal counsel, and connections to real estate professionals, streamlining the complex process of buying a property. The study includes a case study on Nike's retail experience and Veda 42, a premium residential community in Raipur.

A survey of potential homebuyers in Raipur reveals openness to the concept of an experience center, emphasizing the importance of the community atmosphere in their decision-making. The site analysis identifies an ideal 8-acre property in Raipur for the establishment of Antara, strategically located with favorable geographical characteristics. Antara serves as a comprehensive experience center, incorporating augmented reality (AR) and virtual reality (VR) for immersive property exploration. Inspired by successful retail strategies such as Nike's, Antara aims to simplify the complex journey of purchasing a home. The study includes insights from potential homebuyers in Raipur, revealing their openness to an experience center that emphasizes the community's ambiance. Additionally, a site analysis identifies a strategically located 8-acre property for Antara's establishment. This study concludes with a vision of Antara transforming the home-buying experience, ensuring informed decisions and a pleasant journey in Raipur's dynamic real estate landscape.

KEYWORDS:

Antara, augmented reality, community atmosphere, home-buying process, immersive experience.

1. INTRODUCTION

Home is more than simply a physical location; it goes beyond the idea of a permanent residence. It represents a deep feeling, a haven of feelings where joy, love, and enduring memories flourish. A house might be the structural base, but what makes it a true "home" are the people that live there. The warmth of companions and relatives transforms the physical building into a living, breathing organism that embodies the spirit of society. Within the framework of life's necessities, "Roti, Kapda, Makaan," Makaan which stands for a home, a place of refuge, and a secure haven plays a crucial part. It offers more than just physical needs; in addition to protection and control, it also gives people a feeling of identity and individuals [1]. Nevertheless, the process of buying a home is not simple; while it is an important milestone, it often involves stress and problems. Buying a house is a special and complex process that is impacted by a multitude of variables that may make the process confusing and exhausting. Every stage has to be carefully navigated, from financial concerns to legal nuances. The goal of this capstone project is to make the difficult process of buying your ideal house easier to understand and less stressful. It aims to inspire people in their effort to create a real haven a place where goals take root and the notion of "home" transcends ordinary walls and roofs by providing advice and [2], [3]. Raipur is a city rich with culture and luxury lifestyle that is evolving and extending into new horizons. While the old part of the bustling city stands steeped in history, offering glimpses of the region's rich heritage and culture, its modern counterpart is a glistening example of a smart city. The city is a getaway from the overcrowded and compact living culture of major cities such as Mumbai, with its affluent and relatively peaceful lifestyle. Raipur, a city where people believe in the culture of living with extended families, follows the trend of dwelling in bungalows in gated communities, according to the

city's diversity, which is defined by the exchange of cultural values and socioeconomic [4], [5]. Raipur, located in the center of Chhattisgarh, is a symbol of the peaceful coexistence of modernity and tradition. The city's historic neighbourhoods preserve the area's cultural diversity and historical relevance by telling stories of a bygone period. Its historic streets provide a distinct fusion of nostalgia and respect for history as one travels through the sounds of a lively past age. In stark contrast to its antiquity, Raipur's contemporary side shines as a prototype smart city, embracing advances in both urban design and technology. A thriving economy, clever solutions, and modern infrastructure decorate the cityscape, all of which combine to create an opulent lifestyle that blends in well with the city's historical heritage. The bustle of large cities like as Mumbai is a world apart from Raipur. Its luxurious way of life and overall peace and quiet make it a pleasant change from the claustrophobic living circumstances sometimes seen in large cities. Consumers like the luxury of well-planned communities that put comfort and quality of life first, and they luxuriate in the feeling of [6], [7].

The goal of this capstone project is to introduce an innovative platform called Antara in order to alter the home-buying process. Antara is a comprehensive and creative service that serves as a one-stop experience center particularly designed for property buyers in Raipur. Its objective is to improve and simplify the complex process of owning a home. Antara offers potential buyers more than simply a tour of the home, going beyond the conventions of typical house shopping. It acts as a dynamic platform that does more than just highlight a house's exterior features. Rather, Antara gives prospective homeowners a comprehensive awareness of the general ambiance and vibe of the surrounding community by immersing them in a holistic experience. Antara's importance comes from its capacity to improve the accessibility and quality of decision-making. In addition to getting a tour of the home, prospective purchasers also learn about the dynamics of the neighborhood, which helps them feel more connected to their future neighbours and environment. Antara enables purchasers to make educated selections about potential houses by offering a view into the society's surroundings and way of life.

Antara aims to transform the standard home-buying process by providing a distinctive and engaging experience that goes beyond the bounds of customary property viewings. It is in line with the changing tastes of contemporary purchasers, who look for a whole living experience rather than simply a property. With Antara, this capstone aims to demystify the intricacies of the home-buying process, facilitating a more pleasurable and knowledgeable journey for those seeking their dream houses in Raipur, a vibrant, culturally diverse metropolis. Significant migration has resulted from Raipur's growth into Naya Raipur, creating a sizable potential for the real estate sector. Due to this migration, there is now competition among real estate businesses as they want to build and improve their communities. As a result of the city's expansion, many emerging societies have found a home in Raipur, which has become a center for real estate activities.

Potential homebuyers, however, have a difficulty as a result of this abundance of possibilities. It is not feasible for people to visit every website in person and fully appreciate the variety of options due to the sheer number of options. Under these circumstances, it becomes a significant nuisance to commit time, effort, and passion to carefully analyze each option especially considering the demands of today's busy schedules. Making the best choices for one's living environment is made more difficult by the sheer number of emerging cultures. People are under more pressure to weigh all of their alternatives, and they can find it challenging to find the time needed for a thorough review. When people are pressed for time or frustrated, they may make snap judgments that are not always in their best interests. This is particularly dangerous when it comes to a big purchase like buying a house. Given these difficulties, this capstone project presents Antara as a way to lessen the difficulties involved in purchasing a property in the

developing neighborhoods of Raipur and Naya Raipur. Antara is a detailed and time-efficient platform that gives prospective homeowners a full grasp of different societies and their distinctive characteristics. By doing this, Antara hopes to enable people to make wise judgments without sacrificing the quality of those decisions, guaranteeing a smooth and satisfying house-buying process in Raipur's thriving real estate market.

Recognizing this quandary, the Antara platform emerges as an indicator of efficiency and ease in the real estate market. Antara acts as a tactical partner for potential purchasers by offering a consolidated and thorough overview of all the societies in Raipur and Naya Raipur. Without the help of this innovative solution, people can easily traverse the complicated real estate market and make well-informed selections that suit their particular requirements and tastes. Through this, Antara is a hopes to improve the home-buying experience and make it easier for people to navigate Raipur's changing urban landscape. The waves of migration that extend from the metropolitan environment of Raipur into Naya Raipur generate a unique tapestry of opportunity, especially for the real estate sector. Due to the increase in population and growth, many real estate enterprises have emerged, creating a competitive market where businesses strive to create vibrant communities. Although the growing number of emerging societies is an indication of the city's expansion, it presents a big obstacle for prospective homeowners. The sheer number of alternatives necessitates a careful investigation, which may be a laborious and time-consuming process. It is becoming more and more difficult to find the time, energy, and passion to visit each site and comprehend the variety of offers because of the fast-paced rhythm of today's demanding existence.

2. LITERATURE REVIEW

Sharma *et al.* [8] discussed the services provided by Raipur city's Aanganwadi facilities are verified by an evaluation. It is beneficial to expand the ICDS program and provide beneficiaries a comprehensive suite of high-quality services. The goal of the current research is to ascertain the service coverage gap for eligible residents of Raipur District Urban Project (I and II) that Aanganwadi centers provide. The purpose of the research was to verify the services that the relevant Aanganwadi facility offered to the qualified recipients. Materials and procedures: Thirty Aanganwadi centers were chosen for the cross-sectional observational research in the Raipur district [by systematic random selection]. The facilities, infrastructure, and beneficiary profile of the chosen centers were examined and confirmed during the visit.

Madhuri *et al.* [9] discussed the Impact of urbanization on water resources in Raipur city using GIS and remote sensing. mainly the study focuses at how the region's urbanization patterns have changed over time and what tendencies could emerge in the future. As a result of socioeconomic activities, the research also looks at the reasons of this urbanization process and how it affects the region's water resources, both in terms of quantity and quality. There is a conference in the region. Lastly, the research makes an effort to look at the policies implemented to address these issues. Using spatial and temporal technologies like GIS and remote sensing (RS), together with other data like Survey of India (SOI) maps, etc., geographical and temporal patterns of urban development may be efficiently and economically evaluated. Maske *et al.* [10] discussed the Analysis of market surplus and price distribution of papaya in Raipur district, Chhattisgarh. The aim of the study was to investigate the papaya market excess and price dispersion in Chhattisgarh's Raipur area. Both the sample villages and the respondents were chosen using the cluster sampling approach. Primary data was gathered by conducting in-person interviews with participants. The study's several goals were accomplished with the use of basic statistical methods. Approximately 99.76 percent of the entire production of the chosen papaya producing region is accounted for by the producers' market surplus on average. Papaya prices vary depending on the marketing channel used,

indicating an inverse relationship between the number of intermediaries and the market share of producers. Goswami *et al.* [11] discussed the urban poor living in slums a case study from Raipur city in India. Slums have developed as a result of urbanization in emerging nations such as India. Cities are a component of the societal transformations that result in modernization and socioeconomic growth. Cities are a center for job prospects because they provide opportunity for a variety of collective vocations and services, including commerce, industry, health care, education, and technology. This is true regardless of the size of the city. Despite Raipur's significant contribution to the local economy, the city's people, and particularly its impoverished residents, are experiencing significant challenges as a result of population pressures, declining physical conditions, and general declines in quality of life.

R Kumar [12] discussed the Chandigarh experience in developing and testing strategies for ensuring the survival of newborns. Despite this decline, child mortality remains high across most of India. This study describes the strategy adopted by the Department of Community Medicine, Postgraduate Institute of Medical Education and Research, Chandigarh to establish a demonstration project to test the following interventions to reduce the incidence of neonatal mortality: umbilical cord care, control of diarrhoea, management of pneumonia cases, universal vaccination, care of low birth weight babies at home, management of birth asphyxia and maternal records mother and children at home.

Chettry *et al.* [13] discussed the assessing urban expansion in Raipur and Bhubaneswar urban clusters from 1991 to 2018 using geoinformatics. Rapid urban growth following India's economic liberalization is likely to spur urban sprawl in mid-sized cities. Therefore, this article attempts to assess urban sprawl in the urban clusters of Raipur and Bhubaneswar, fast-growing mid-sized cities of India. Based on remote sensing (RS) and geographic information system (GIS), multi-temporal Landsat satellite images from 1991 to 2018 were extracted to detect land cover change and evaluate urban expansion. The Shannon entropy index was used to detect urban sprawl, while its phenotypes were quantified using the neighborhood relation method.

Rajak *et al.* [14] discussed the Urban land quality in Raipur, Chhattisgarh, India. Numerous human activities have resulted in a degradation of soil quality in India's metropolitan regions. This study set out to ascertain the origins, toxicity, and variations in carbon, metal, and ion concentrations in the surface soil of Raipur, the industrialized capital of the Indian state of Chhattisgarh. Elemental carbon (EC) and high amounts of Al, K, Ca, Ti, and Fe were observed and other somewhat low concentrations were also noted. Although enrichment factors revealed significant levels of contamination by SO_4^{2-}, K^+, Mg^{2+}, Cr, Mn, and Pb, as well as severe pollution by NO_3^- and Ca^{2+}, EC proved to be one of the primary contaminants.

Biswas *et al.* [15] discussed the medicinal plant diversity at Kalinga University in New Raipur. Many plants have the potential to treat many diseases and are considered medicinal plants. The main objective of this study is to focus on the diversity of medicinal plants for further conservation and use. Chhattisgarh is recognized in India as a state with rich plant diversity because of the wide variety of plants found here with different parts of these plants are used to cure several diseases. A study on plant diversity was conducted at Kalinga University campus, New Raipur, Chhattisgarh.

3. DISCUSSION

This capstone aims to improve and streamline the home-buying process by offering potential buyers a platform named Antara. Antara is a comprehensive experience hub for Buyers of homes in Raipur might make simpler decisions by learning about the general atmosphere of the community in addition to the house's features. Antara functions as an innovative platform created to transform the Raipur home-buying experience. Antara is more than just a standard

real estate website; it's a full-service experience hub that meets all the requirements of potential homeowners. Through an easy-to-use interface, consumers may discover more about specific homes as well as the atmosphere and social dynamics of the society they are contemplating. With the use of cutting-edge technologies like augmented reality (AR) and virtual reality (VR), this creative platform provides virtual walkthroughs of the homes, providing prospective purchasers with a true feel for the area.

3.1 Overview of Antara:

Antara goes above and above by offering a full 360-degree view of the community, emphasizing parks, schools, and other vital infrastructure in the area. Buyers are helped to envision their possible lifestyle in the new community by this immersive experience, which greatly improves the comfort and understanding of their choice.

Furthermore, Antara serves as a single point of contact for all aspects of the house-buying process. Through the provision of financing choices, legal counsel, and real estate professionals' connections, users may streamline the sometimes intricate and daunting process of buying a property. By combining many services into one intuitive platform, Antara creates a smooth and joyful home-buying experience, raising the bar for Raipur real estate transactions.

3.1.1 Case Study (Nike Retail Store):

Nike has started a ground-breaking campaign to reinvent the retail experience in response to the innovative ways that contemporary customers move between the digital and physical worlds with simplicity. This innovative approach breaks down boundaries by combining the simplicity of ecommerce, the personal connections of mobile customers, and the actual store make purchases. The development of a digital retail ecosystem that skilfully combines the benefits of each channel is at the core of this shift. Nike's creative strategy recognizes that today's consumers want an effortless combination of in-store experiences and the anonymity that comes with online platforms. In order to do this, Nike's physical retail locations are more than simply physical companies they are dynamic hubs linked to the business's vast digital network.

Technical backend and customer frontend developing new interactions and improving product descriptions and assortment with real-time availability was part of the solution. Using modern technology to offer these experiences was the other element. They tried to develop an atmosphere that is adaptable and engages the user according to their trip in order to improve the connection between the product and the customer. The brand experience was enhanced by three specially designed multi-user, multi-touch terminals that offered online shopping choices and product information. Focus groups and user studies improved insight into existing consumer demands while confirming their idea.

3.1.2 Case Study (Veda 42):

Veda 42 is a 3, 90,000 square-foot premium residential community that is currently under development in Raipur. There are three categories for the bungalows, each with a distinct size and style.

The community has a clubhouse with a number of facilities, including amenities such as a gym, pool, amphitheatre, and many more to help the community's citizens. In addition, there are health areas all throughout the place with things like yoga ledges, aloe hills, textural gardens, jungle gyms, sensory walks, and much more.

These kinds of zones are meant to unite the locals, encourage social interaction, and get them involved in a range of community activities at 3,90,000 square feet, Veda 42 stands out as a luxurious haven tucked away in the center of Raipur. This new residential community redefines

luxury with a well-planned layout that includes three different kinds of bungalows, each with its own size and custom design to provide a variety of housing alternatives that fit various preferences. Veda 42 centers on an innovative clubhouse, an active center that improves the quality of life for its residents. An amphitheater for cultural events, an extensive gym for fitness enthusiasts, a refreshing swimming pool for leisurely rounds, and a variety of other amenities promise to meet the various requirements and tastes of the community.

Relaxation zones are thoughtfully positioned throughout Veda 42's expansive layout. These carefully chosen areas include yoga ledges for peaceful moments, sensory-reviving walks, an earth walk to reconnect with nature, a jungle gym for fitness enthusiasts, a texture garden for tactile experiences, an aloe hill for plants, and much more. These wellness zones are more than just physical locations; they are social gathering places intended to encourage people to engage with one another and participate in a range of community events. These integrated zones are intended to foster an atmosphere in which locals can find security in their own homes while also uniting to form a thriving, linked neighborhood. In order to ensure that every resident finds not just a home but an exciting and engaging living experience, Veda 42 intends to be more than simply a residential space.

3.2 Study in home buyers in Raipur:

The purpose of the questionnaires, a methodical investigation of prospective Raipur homeowners, was to carefully examine and assess their requirements and preferences in the real estate market.

The study used a systematic inquiry approach to determine the obstacles that people looking for a place to live experience and whether or not they are receptive to the idea of a single platform that handles every step of the home-buying process. It was urged of the participants to discuss the nuances of their present experiences, to describe the characteristics they thought a perfect home-buying platform should have, and to provide insightful criticism on any services they had previously used.

In order to determine if there is a true need for a streamlined and integrated strategy to handle the complexities of the Raipur housing market, the inquiry also examined the attitudes and responsiveness of the players toward a holistic solution. The intricate conclusions drawn from this thorough study will be a crucial source of guidance for future initiatives with the goal of building an individual centralized location that responds to the particular requirements of Raipur house customers.

From the study, it was inferred that the people in Raipur are open to the idea of an experience centre for home buyers. Since they have not had a similar experience before, they are not convinced on how a center could provide them with the feel of how the society would be, yet they are excited to try it if they get an opportunity for the same.

This was analysed as most people wanted both, A physical sample flat/ bungalow and experience center, while house hunting. Moving on, since the residents of Raipur prefer to stay in a bungalow within gated communities, the atmosphere of the society becomes of major importance for them.

Getting to know how the chosen society feels like is a challenge when it comes to an upcoming society. Naturally, when questioned if they would to experience the feel of the society, they answer was a clear yes. In conclusion, it was analysed that an experience center that can make the prospective buyers experience the house and society is not something that the residents of Raipur have experienced before and would like to experience it.

While house hunting, what would you prefer?

- Physical Sample Flat/Bungalow (11.9%)
- Experience Center (11.9%)
- Both (76.2%)

If you prefer an experience centre, would you also want to experience the society along with the house?

- Yes (94.1%)
- No (0%)
- Maybe (5.9%)

Do you feel the need for an experience centre for home buyers?

- Yes (58.8%)
- No (0%)
- Maybe (41.2%)

If yes, would it affect your buying decision?

- Yes (64.7%)
- No (0%)
- Maybe (35.3%)

Figure 2: Illustrate the prospective buyers who were looking for a house in Raipur.

3.3 Site Analysis in Raipur:

The 8-acre Raipur property is perfectly situated and has favorable geographical characteristics, in addition to its existing use as a nursery. The location benefits from accessibility and exposure, surrounded by a mix of residential and business zones, which makes it a desirable option for a variety of retail endeavors. The 2,700 square feet of outdoor space may be used for events, shows, or surroundings improvements. Meanwhile, the 5,650 square feet of flexible internal space can be used for a range of retail uses, including galleries, displays, and support regions. In addition, there's lots of parking accessible at the address, which makes it convenient for both clients and staff. The retail space's overall attractiveness may be enhanced by using the property's abundant vegetation and landscaping to create a welcoming and pleasant ambiance. Raipur's market trends and local demographic makeup further support the site's potential as a thriving retail destination.

While the remainder of the space is still available for retail utilize, companies may look at collaborations, partnerships, or innovative concepts that suit the requirements and preferences of the local community. The site's many features make it a compelling canvas for retail enterprises looking to create a vibrant presence in Raipur's booming market, regardless of whether they are thinking of opening a main store, a multi-brand connection, or an innovative

experiential retail concept. Along with to its physical attributes, the Raipur location is readily available for suppliers and consumers because to its strong connections to major transportation networks. The site's desirability as a strategic location for retail businesses is enhanced by its proximity to major roads, public transit hubs, and other amenities.

The site is large enough to allow for the construction of further amenities or for development to be done in phases. Companies who are thinking about using this location may want to look at the possibilities of establishing green areas, cafés, or leisure areas to improve the overall experience for tourists.
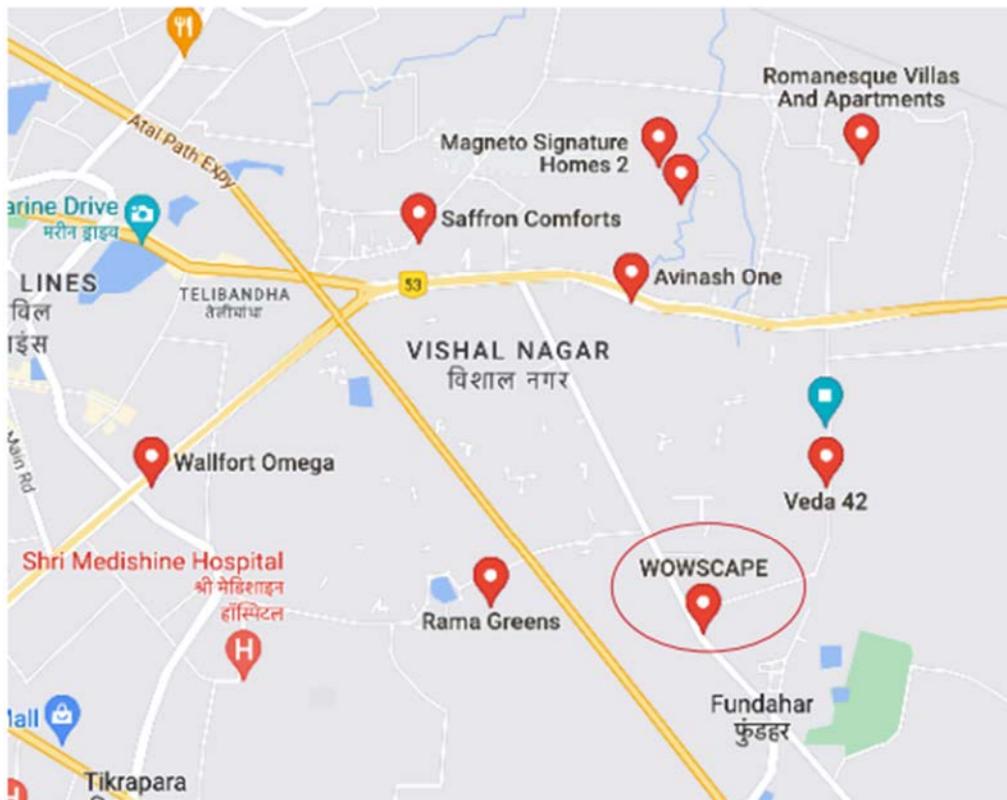
Figure 3: Illustrate the Upcoming gated communities in Raipur.

3.4 Design brief in buying a house in Raipur:

The city of Raipur is layered with cultural and luxurious lifestyle and is transforming by expanding itself into a new horizon. While the old part of the bustling city stands steeped in history, offering glimpses of the region's rich heritage and culture, its modern counterpart is a glistening example of a smart city.

With a luxurious and relatively relaxed lifestyle, the city is an escape from the overflowing and compact living lifestyle of other cities such as Mumbai. Raipur, a city where people believe in the culture of living with families and extended families, follows the trend of staying in bungalows in gated communities adhering to the diversity of the city that associates itself with the exchange of cultural values and the socio-economic variables. While analysing the factors of buying a house in Raipur, it was observed that one of the most important aspects of home buying decision, i.e., the experience of the society as a whole, is missing. With the growing population leading to migration, Naya Raipur has now developed into a smart city with a number of upcoming residential sectors. This provides with an opportunity for an experience center that simplifies the home buying experience

4. CONCLUSION

Antara aspires to redefine the Raipur home-buying experience by introducing an engaging and informative platform. Drawing inspiration from innovative retail practices and premium residential communities, Antara integrates AR and VR technologies to provide a holistic property exploration. Insights from potential homebuyers emphasize the significance of community ambiance in decision-making. The identified 8-acre property offers a promising location for Antara, strategically positioned for accessibility and retail potential. As the study envision the future scope of Antara, opportunities for expansion and adaptation to emerging technologies become apparent. Antara can explore collaborations, partnerships, and innovations to stay dynamic and responsive in the evolving real estate market of Raipur.

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CHAPTER 6

ARCHITECTURAL NARRATIVES: TRANSFORMING STORIES INTO SPATIAL EXPERIENCES IN CONTEMPORARY DESIGN

Prof. Divya Vijaychandran, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- divya.vijaychandran@atlasuniversity.edu.in

ABSTRACT:

Storytelling is a repeated approach used in all kinds of art and practices around us. It is just as prominent in the world of architecture and interior design. Spatial narratives refer to the nature of spaces that influence the users through movement, materials, scale, activities, and mood. This capstone aims to explore how a narrative develops into a design narrative and further into a spatial narrative. Using space as a canvas to re-tell the essence of an existing story and further give space for new narratives to form. Such a process may lead to the creation of environments that can establish a deeper connection with users. The capstone aims to extract and further develop the essence of a story and find effective ways to convey the experience to the user through ambiance, activities, movement, and nudge. This paper explores the symbiotic relationship between architecture and storytelling, investigating how narratives can be seamlessly woven into the fabric of design to create meaningful and immersive spatial experiences. The mechanisms through which narratives influence the perception, functionality, and emotional resonance of architectural spaces. It observes the role of storytelling in guiding users through a spatial journey, fostering a deeper connection with the environment. As contemporary design continues to evolve, the exploration of architectural narratives becomes crucial for practitioners seeking to create spaces that resonate with cultural, social, and personal narratives. By bridging the realms of storytelling and architecture, this research contributes to a deeper understanding of how narratives can be harnessed to create meaningful, memorable, and purposeful spatial experiences in the ever-evolving landscape of contemporary design.

KEYWORDS:

Artist, Architecture, Environment, Narrative, Storytelling.

1. INTRODUCTION

A narrative is generally understood to be an oral or written account that describes a sequence of related events or acts in chronological order. But fundamentally, a story's main purpose is to evoke a feeling, a reaction, or an immersive experience. This viewpoint classifies everything intended to elicit a variety of feelings or provide experiences as a narrative or tale. Humans transmitted information and feelings via a variety of media, including cave paintings and sculptures, long before spoken language evolved. Stories may be found in many different mediums these days, such as dance, music, painting, and architecture. While conventional oral and written tales often follow well-established frameworks such as the hero's journey, the narrative arc, or Labov's narrative model, adaptations for other media are not restricted by these kinds of rules [1], [2]. The secret is to communicate the story's experience or substance effectively. Artists across a range of mediums have experimented with recounting famous or commonplace events, with the main objective often being emotional expression. Creating connections is at the heart of the narrative, whether those connections are made between people, objects, environments, or even between an artist and their audience. The core of the narrative is this relationship. As shown by a picture honoring the French Revolution of 1830 that Delacroix produced to show his support for the movement and include Marianne as the main character, a symbol of liberty. Scale, smoke, and highlights are used to great advantage in the picture to convey the emotional essence of the scene. The vast range of ethnicities shown in the image mirrors the revolution's diversity, and the marching troops stand in for the unpredictability of the upheaval's conclusion. Essentially, the painting is a visual narrative that uses art to narrate the tale of a revolution [3], [4].

While no two people have the same life experiences, most topics have an emotional or sentimental thread that unites us. Everything in life may be seen as a tale, whether it is a dream, an organized narrative, a memory of the past, or a shared social experience. Humans have always used storytelling as a method to interact with art, pass the time, and make a difference in other people's lives. We have always been surrounded by stories, and they will always be used to give things significance. A wide range of artistic mediums, including music, film, and visual arts, modify and retell narratives to elicit certain feelings and create unique experiences. This includes stand-up comedians, chefs, and architects, as well as traditional Indian dance forms portraying historical, mythological, and cultural tales. Creative people use stories as a source of inspiration to explore and share their values with others [5], [6]. These retellings often change depending on the viewpoints of the artist and the viewer, concentrating on certain facets of a longer tale while still trying to communicate the primary plot and its feelings. Telling a narrative via architecture gives visitors or users a reason to connect with it, which encourages interaction and provokes thought. Since everyone's interpretation of storytelling in interior design and architecture is different, this capstone project attempts to demonstrate how incorporating an existing narrative into a place may produce richer, human-centered spaces. The notion of story architecture is the result of the investigation's consideration of the client's vision, construction programs, site location, and historical context. By condensing the message into a straightforward topic and weaving it into a thorough narrative, the experience becomes richer. To successfully express the story, materials, structure, form, movement, and inner elements are used. The goal of the design process is to produce an atmosphere and emotional scenario that is derived from a story, rather than merely a building or interior, by emphasizing the end user's direct engagement with the place [7], [8].

The present study is about architectural narratives for transforming stories into spatial experiences in contemporary design. The rest of the paper is structured and organized in following section 1 to explore how a narrative develops into a design narrative and further into a spatial narrative. Using space as a canvas to re-tell the essence of an existing story and further give space for new narratives to form. Section 2 represented the review of literature. The discussion and conclusion are presented in sections 3 and 4 with the limitations of the study.

2. LITERATURE REVIEW

J. Chen and S. Ou [9] goal of that work is to improve the thorough examination and exploitation of Chinese historical buildings by reorganizing the relevant information via the use of Semantic Web technology. To systematically arrange information, the suggested method presents an ontology model based on the notion of architectural narratives. Three studies were carried out: visual analysis using the Chinese Online Digital Humanities Resources Platform, logical reasoning using Jena reasoning, and semantic retrieval using SPARQL queries to verify the effectiveness of the ancient architectural ontology. With the help of the presented ontology, it is possible to provide sophisticated knowledge services like semantic extraction, reasoning, and visual analysis for the unstructured data related to Chinese historical buildings. This paper focuses on the development of semantic models for the unstructured data of Chinese ancient architectures, intending to semantically characterize related entities (people, events, places, and times) and reveal their relationships, thus making a significant contribution to the detailed descriptive annotations of ancient architectures. The capacity of the suggested semantic model to improve the accessibility and organization of the semantic material related to ancient Chinese buildings is shown. H. Asar and P. Dursun Cebi [10] focus of the research shall concentrate on new types of architectural representation, analyzed from the perspective of "personal knowledge theory." Certain works by Perry Kulper are selected as case studies and carefully analyzed within the parameters of the research. This study's approach is based on two readings, which are explained by employing the terms "explicit and tacit knowledge" and

"design thinking and designing act." Based on these two interpretations, the selected works and their architectural narratives are next analyzed. The results could imply that whereas layered representations provide distinctive characteristics based on individual experience, these singularities also can give birth to different architectural environments and moods.

C. J. Lin [11] presents a methodology for producing narrative diagrams that both visually represent realized design ideas and provide information on how those intentions were generated. This work proposes a visual approach to manipulate and generate narrative diagrams that tell design tales in parametric architecture design, to reach a broader audience beyond AEC experts. The study attempts to help architects articulate their objectives inside the algorithmic framework of parametric design by providing editable clusters of topological algorithms that are intended to recognize and evaluate spatial interactions among geometric components.

A. Roetzel *et al.* [12] research examines how students' selections of a preferred study place are influenced by architectural order, interior environmental conditions, and personal and cultural characteristics to get a better understanding of human inhabitation in structures. The investigation, which takes an interdisciplinary approach, combines techniques from architectural design, architectural science, and psychology. It is based on integral sustainable design and a condensed form of integral methodological pluralism. The results show that cultural narratives, whether individual or group, had an impact on participants' choices. When it came to recognizing patterns of collective choice, recognizing when those patterns were deviating from them, and figuring out why, the integral method was helpful. Participants' choice of their favorite study site was mostly determined by spatial features, namely a balance between prospect and shelter, personal experiences, and the particulars of the work at hand in the case study. The above study shows the focus is on developing semantic models for unstructured data, characterizing entities and relationships to provide detailed descriptive annotations of ancient architectures. Another study in the same context explores new architectural representation types through the lens of "personal knowledge theory," analyzing works by Perry Kulper. In this study, the author discusses different kinds of stories adapted to interior architecture and simplified narratives and relation to Mumbai.

3. DISCUSSION

Storytelling is one of the most powerful instruments available for changing emotional ties to a place. The use of incorporated tales into spatial design has been mostly seen in the field of experience design, wherein surroundings are shaped to have a particular impact on user behavior. With this method, interior designers can create rooms from the ground up, expanding their message via the careful attention to detail that goes into each element of the design. This approach, which serves as a guiding tool for the whole design process, guarantees the production of a final product that is user-centric. Spatial narratives explore the storytelling potential of architecture by looking at how designers might use components to either enthrall or influence an observer as they navigate a building. A multisensory approach is used to direct and influence the user's journey and activities in the environment by the strategic use of forms, movement, light, materiality, and functions inside a space. This is the main method of creating spatial narratives. This idea is often investigated in settings like spatial installations, museum design, and experiential design, where the focus is on creating experiences rather than just functioning, which is in line with the core of storytelling, and giving human interaction with space priority. There are many ways to understand and investigate storytelling in space, and this capstone project focuses on using pre-existing tales to reshape a place, its activities, and its impact on users. An established narrative may help a designer express an underlying message that they would want to get across. Programs can then be developed around this message to direct users' interactions inside the environment. This method encourages new

experiences by highlighting a multisensory component of design. When spatial tales are introduced into a particular place, spectators are not only encouraged to remain longer but are also able to be impacted by the atmosphere, which creates a memorable and compelling experience. These many components come together in this capstone project to create a real and immersive physical setting that translates the experience of a song and the artist's accompanying ideals [13], [14].

3.1. Concept of Rkive:

Rkive, a union of three significant studios, was created to provide a warm, cozy, and peaceful refuge from the busyness of everyday life. Its main objective is to encourage awareness and relaxation by highlighting hobbies like reading, painting, and meditation. Inspired by 'Everything Goes' and the artist RM, these three components bring together a varied fan base that draws people in on their own. Rkive attracts young people and professionals looking for a break in addition to fans since it offers them three activities that let them connect with themselves. Rkive also emphasizes getting in touch with nature by offering a green haven in the middle of the city. Rkive is primarily intended to be a studio that acts as a tranquil haven away from the bustle of daily life.

3.1.1. Rkive studio:

A variety of spatial programs are available at Rkive Studio; these programs are based on the artist, songs, and survey data. The Curation of these events has included thinking about the venue in terms of the song's overall topic and a common goal of communicating its importance to a wider audience [15], [16].

3.1.2. Meditation studio:

The meditation studio and the walkway that it faces perfectly encapsulate the spirit of the song. This open-group studio was designed with mindfulness and introspection in mind. Because of the way it is designed, it may be used for both group meditation seminars and sessions as well as solo meditation in the company of other people who practice the same technique.

3.1.3. Art studio:

The main objective of the adaptable art studio is to encourage awareness via creative expression and production. This location is set up to host art seminars, give private studio rentals, and provide an open studio for anyone to use whenever it's convenient for them. It also acts as a location for small-scale community exhibits, which promotes an even more artistic and social environment.

3.1.4. Reading Room:

The reading room is a large library and reading space that encourages reading for pleasure and introspection as opposed to academic or professional goals. It's the perfect place to conduct book club events since it has open reading nooks, cozy lounge seating, and a dedicated room for small group discussions. The reading room aims to break from the formal rigidity sometimes associated with typical library settings by emphasizing the creation of a cozy environment.

3.2. Different kinds of Stories Adapted in Interior Architecture:

The different kinds of stories adapted to interior architecture are classified as:

3.2.1. Memory Field:

A spatial work called Memory Field was created for Gentle Monster's 24th Quantum project. Gentle Monster, which is well-known for its high-end eyewear and unique retail ideas, often

hosts large-scale exhibits under the Quantum series, each of which examines various ideas and sources of inspiration. Memory Field, described as a turbulent balance between reality and imagination, creates an immersive experience by skillfully combining lighting, movement, and materials to transform a surreal landscape into a tangible location. Figure 1 depicts the development of an imaginary experience into a physical space.

Figure 1: Illustrates the development of an imaginary experience into a physical space [17]**.**

- The story

Journey through a field of dreams and lost memories to find your true self.

- Spatial narrative

The artwork leads the traveler via a trail among reed fields and a "fragmented" concrete wall, eventually arriving at a mirrored well that represents the experience of coming face to face with one's true self or "forgotten" memories. The designer uses lighting to manage and change the entire atmosphere dynamically, and adding real reeds to the area adds a physical touch. The light changes direction as people go from the outside to the inside. Using materials and lighting to create an immersive setting that reflects the sense of being lost and then finding "forgotten" memories, the story eventually transforms into a spatial trip.

3.2.2. Sumsei Terrarium:

Sensei Terrarium is the main location for Sumsei, a company that specializes in body-related items such as body dryers and air showers. The flagship store is different from standard retail settings in that it focuses on engrossing visitors in the immersive trip that the items give rather than having the things on display. Users are led via a series of sensory experiences as the area arranges a progression across many stories, ending on the rooftop. This trip first creates a feeling of nothingness before progressively bringing back senses one by one. Users are guided to the next step by the staircase, which acts as a purposeful transition. The design places a strong emphasis on movement and multisensory components to create a setting that offers a distinctive and captivating experience. Figure 2 depicts the development of a brand experience into a physical space.

Figure 2: Illustrates the development of a brand experience into a physical space [18]**.**

- The story:

Our senses are developed and stimulated in a complex way when we interact with the brand's goods. We understand the importance of Sumsei since it is one of the items that we use regularly that is intimately entwined with our bodies. The soft wind it creates while it's naked on Sumsei gradually awakens our senses, highlighting the little but significant influence of the brand's experiential touch.

- Spatial Narrative

The journey begins in the basement, where guests are instructed to go barefoot and immerse themselves in an experience with the atmospheric 'deep night' under the guidance of a portable candle. Ascending to the first floor, the ground to a wetland spatial background provides a setting that is optically larger than the basement. Users go further, going up the stairs to the second story, where they find themselves in "a field where the wind blows." They can feel the wind blowing on them and the movement of it here. The third story, known as the "Forest of Sumsei," is reached by an additional set of steps. This area, with its café counter allowing guests to refresh and prolong their stay, is the pinnacle of opening up all senses. The rooftop is the ultimate destination, designed to embody the notion of revitalizing one's senses. This rooftop space, adorned with wood, bamboo canes, and a rotating mirror set within a little water feature, offers a calm and restorative environment.

3.2.3. *Jewish Museum:*

A competition was held to expand the Jewish museum in an attempt to reintegrate the Jewish community into the city. The proposal by Daniel Libeskind was selected because it succinctly encapsulated Jewish existence before, during, and following the Holocaust. Known as 'Between the Lines,' the Libeskind building is a separate structure connected to the main building by a single subterranean corridor.

Two primary lines define the floor plan: the structure's apparent zigzag line and an imagined line that crosses through these lines. Figure 3 depicts the development of a real-life experience in a physical environment.
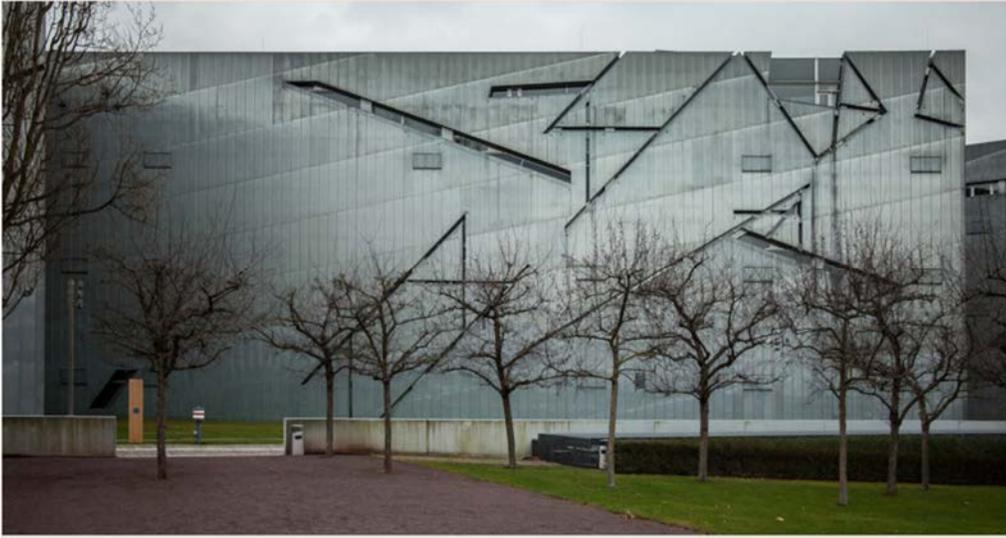
Figure 3: Illustrates the development of a real-life experience in a physical environment [19]**.**

- The story:

Libeskind aimed to represent the dramatic decline of Jewish culture by evoking feelings of absence, emptiness, and invisibility. He sought to provide an experienced awareness of the effects of the Holocaust on the city and its cultural fabric by using architecture as a vehicle for storytelling and emotion.

- Spatial Narrative

The layout of the spaces leads people through galleries, empty spaces, and purposeful dead ends to emphasize the feeling of being lost. The exterior's zigzag line could lead one to expect a straight path, yet within is a complex web of hallways and rooms. Voids are purposefully used to represent the void left when the Jewish people were driven from their homeland and destroyed. Because the windows are angled slits, they let in very little light, which adds to the gloomy atmosphere.

Three axes the axis of exile, the axis of the Holocaust, and the axis of continuity are present on the bottom floor, each displaying artifacts connected to Jews who were persecuted or suffered terrible ends. The Holocaust Tower is an empty silo with a small opening in the roof that lets in very little light. The axis of continuity continues to an exhibition, while the axis of consistency leads to the Holocaust. The garden of exile, which is reached via the axis of exile, is made up of 49 concrete stelae set in an inclination grid, signifying instability and a lack of direction.

3.2.4. Together Hostel:

Together Hostel, located in Beijing on the second floor of a hotel, is committed to giving young people an innovative experience. The well-thought-out layout of this co-living hostel encourages more social contact.

The room, which is aptly called "Together," seeks to emphasize the idea of shared experiences beyond lodging by promoting activities that can be done with others, such as traveling, watching films, preparing meals, and more. Figure 4 depicts the use of a communal experience to redesign a common typology.
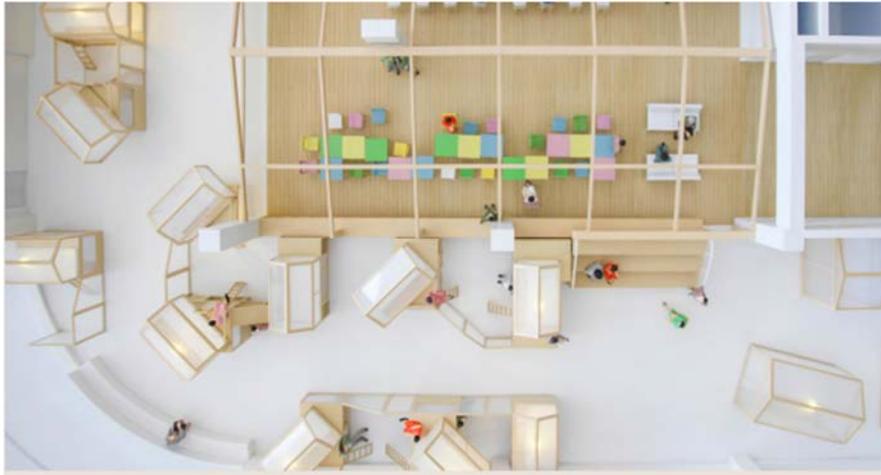
**Figure 4: Illustrates the use of a communal experience
to redesign a common typology** [19]**.**

- The story

The idea behind this space's design was to create a "music festival experience," where the story is revealed gradually rather than all at once. Cao saw the 7,200 square feet as a large, open space where people might congregate, watch movies, cook together, and spend the night.

- Spatial nudge

This idea, which was inspired by music festivals, provides an alternative to the usual, enclosed hostel rooms. The area has bigger tents intended for community activities including gathering, cooking, working, and socializing, as well as groups of stacked tents sharing a small common area. For smaller groups and activities like movie nights, there's also a specialized theater room. Mostly, the area uses an open-plan co-living model instead of the traditional youth hostel arrangement, which often restricts social contact. Through the integration of a unique experience into the design choices, the area promotes "togetherness" among users via a range of activities and the general atmosphere, all the while maintaining privacy in individual living quarters.

It explores several ways and facets that designers might use nudges and spatial storytelling. The first three research concentrate on directing behavior within an enclosure; however, the last study, "Together Hostel," focuses on gently nudging users to participate in activities that promote social interactions. The movement may either take users on a journey through many stages of a main narrative or engross them in a single stage or feeling throughout the circulation. For example, the Sumsei Terrarium takes visitors through many stages that stimulate their senses, while the Libeskind building creates a sensation of confusion and numbness with its array of displays. "Together Hostel" is a prime example of covert storytelling, encouraging users to react in a way that fosters camaraderie between strangers. To help users communicate the feelings and substance of a song and its significance to the artist and their fan base, this capstone project will employ movement and activities with effective nudging mechanisms.

3.3. *Simplified Narrative and Relation to Mumbai:*

Essentially, the music encourages and acts as a trigger for a brief 'pause.' It progressively slows down the listener, encouraging reflection and inner monologue while assuring them that every stage is temporary. Building on this effect and the idea of slowing down, the goal is to create a studio and spatial story that encourages reflection and pausing. In the fast-paced city of Mumbai, people tend to follow schedules and complete chores without giving their thoughts

or actions their whole attention. The usage of online apps for art workshops and meditation has increased in the city in recent years, indicating a desire on the part of the populace for places and activities that promote mental calmness during everyday stress. Spaces that encourage these kinds of changes such as art hubs, meditation and yoga centers, library cafés, and more have emerged as a result of this shift in perspective. This capstone project aims to create a practical place by expressing its notion and purpose, which is in line with the current cultural trend. Through its atmosphere, surroundings, movement, and activities, the studio aims to promote a feeling of attention and stillness.

4. CONCLUSION

In modern architecture, the investigation of architectural narratives as a way to turn tales into spatial experiences shows a dynamic and multifaceted method of building spaces that connect with human emotions and relationships. The way that storytelling has developed from conventional written and oral forms to a variety of media, including dance, music, art, and architecture, emphasizes how human nature is predisposed to transmit experiences and feelings in a variety of ways. The capstone project, which uses the idea of "Rkive" as a case study, shows how tales may be subtly incorporated into interior design to create environments that profoundly engage people and go beyond simple functioning. Condensing a message into a simple subject and incorporating it into a complete narrative to improve the entire experience is something that this project highlights by taking into account the client's vision, construction plans, site location, and historical context. The capstone project fits nicely with the societal tendency to look for places that encourage introspection and mental peace during hectic metropolitan life. To fulfill the modern demand for spaces that promote calm and focus, the project will include features like art hubs, yoga and meditation centers, and library cafés. An effective technique for creating more complex, human-centered places is the incorporation of tales into architectural design. Architects and designers have an endless opportunity to shape experiences, stimulate thinking, and create connections as our awareness of the link between stories and locations continues to grow. Architectural narratives provide an engaging means of investigating the built environment in the modern world because they sit at the nexus of creativity, emotion, and utility.

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CHAPTER 7

PRESERVING CULTURAL HERITAGE: VERNACULAR ARCHITECTURE AND CULTURAL SUSTAINABILITY IN HIMACHAL PRADESH

Prof. Aishwarya Raje, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- aishwarya.raje@atlasuniversity.edu.in

ABSTRACT:

Himachal Pradesh, a northern mountainous state of India, is famous for its rich diversity in terms of traditions, culture, dress, language, and art. Dharamshala is one of the culturally rich places in Himachal as it has a very strong Buddhist influence and is the official residence of His Holiness- Dalai Lama. The capstone is an attempt to preserve and promote local practices of Himachal. The idea is to be mindful of what already exists- the resources, cultural ideas, and the richness of the place and to enhance it by bringing in various facets. In this study exploration of the traditional building styles is one of the primary goals of this capstone. This exploration then guides the process of designing a residency for artists. For an artist, the studio is a sanctuary that enables creative expression. The aim is to provide a conducive atmosphere that stimulates creativity and generates a constant cycle of exchange of creative thoughts and ideas between people from different backgrounds and cultures. The importance of integrating traditional knowledge with modern technologies and sustainable practices to ensure the continued relevance and resilience of cultural heritage. the study advocates for a holistic approach to cultural sustainability in Himachal Pradesh, one that recognizes the intrinsic value of vernacular architecture as a living testament to the region's cultural richness. By embracing a balanced synthesis of tradition and innovation, this research aims to contribute to the discourse on preserving cultural heritage and fostering sustainable development in a rapidly changing world.

KEYWORDS:

Artist, Architecture, Culture, Environment, Forest, Vernacular.

1. INTRODUCTION

The spirit ingrained in the physical area conveys a strong feeling of connection and belonging while speaking volumes about the origins and culture of its occupants. It is crucial to preserve and recover values and information derived from ancestral wisdom. Vernacular design techniques have been less prevalent in recent years due to modernism's ascendancy, which has replaced the traditional with the modern. However, given the rapid changes in human perception and attitude, as well as the fact that human development has occurred, it is critical to understand that classic methods are not sufficient for current design. To emphasize the diversity and depth of these age-old customs, this project aims to comprehend the vernacular architecture styles of Himachal Pradesh, a state rich in culture. The overarching goal is to support the principles and beliefs upheld by indigenous groups and enable their continued existence via careful design. With its immense variety, India changes every few hundred kilometers in terms of landscape, language, culture, cuisine, and manner of life. Each region's architecture reflects these shifts, modifying design, material, planning, and orientation in response to various sociocultural, geographical, and climatic factors. However, the expanding building sector and changing demands and attitudes pose a persistent danger to this enormous cultural and architectural heritage [1], [2]. Tradition and culture, with their ability to transcend borders, eras, and divisions, help to create important elements that improve people's lives and the environments in which they live. The blind rejection of customs in favor of a thoughtless assimilation of contemporary ideas is now being reexamined. People are becoming more and more interested in traditions as they realize how important it is to return to the innate ways that their ancestors lived whether that be in terms of diet or lifestyle or by elevating traditional design methods in the context of architecture [3], [4].

Himachal Pradesh's pine woods are an essential component of the state's magnificent scenery, creating a sense of peace and unspoiled beauty. Tucked up between the high peaks of the Himalayas, these woods are home to species such as Pinus roxburghii, or chir pine, and Cedrus deodara, or deodar cedar, or cedrus deodara. The gentle music that accompanies tourists exploring the area is produced by the rhythmic rustling of pine needles in the refreshing mountain wind. The pine forests of Himachal Pradesh are home to a variety of flora and wildlife, making them not only visually appealing but also essential to the environment. The tall, straight pine tree trunks, which often form orderly rows, add to the picturesque appearance. The forest floor is gently illuminated by sunshine that seeps through the thick canopy, creating the perfect atmosphere for strolls or quiet times of reflection [5], [6]. These trees are essential to preserving the area's natural equilibrium because they stop soil erosion and control the flow of water in the pure mountain streams. Himachal Pradesh's pine woods, which cover both the lower slopes and the higher altitudes, are a living example of the state's resilience and natural beauty. This region is characterized by thick woods of pine and deodar. The main building timber comes mostly from the sturdy Deodar tree, which is regarded as one of the strongest Indian conifers. Because of its extraordinary endurance, it may be used in a variety of structural applications [7], [8]. Figure 1 depicts the Thick deodar tree of pine forests for use in the construction of houses.
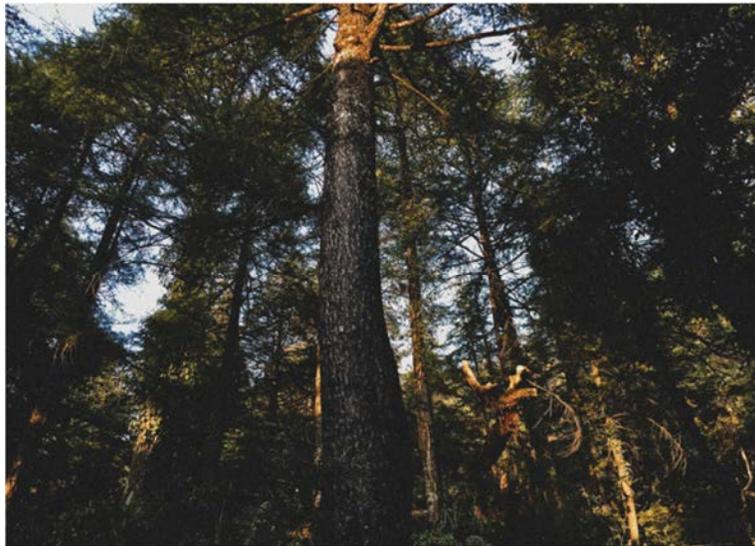
Figure 1: Illustrates the Thick deodar tree of pine forests for use in the construction of houses [9]**.**

1.1. Vernacular:

The word vernacular refers to a variety of elements that serve as an expression of a group's way of life and identity, such as one's dialect, religion, food, music, or attire. Vernacular architecture specifically refers to any regional system of residential building design and construction that has been carried down as a local custom through the centuries. Traditionally, rather than via official academic study, this information is obtained through real-world experience. Restrictions like weather and the scarcity of reasonably priced technologies in the past were major factors in creating unique architectural identities. These restrictions affected the decisions made when building facades, roofs, and walls. The majority of homeowners chose to utilize locally accessible stone, wood, or mud since transportation expenses further limited their alternatives for materials. In some areas, homes were built consistently of a specific local material. Because it is created and planned by the people, vernacular architecture is by its very nature needs-oriented. It makes use of the resources that are available and reacts to the

surrounding environment. Traditions, beliefs, lifestyles, and cultures all play a significant role in the evolution of vernacular architecture. Paul Oliver claims that vernacular architecture is 'the architectural language of the people,' and that before the invention of concrete, materials like stone and mud bricks were chosen. Since vernacular architecture in India has its roots in rural regions, resurrecting this expertise might benefit rural populations and perhaps serve as a source of revenue. Thus, it is essential to develop local crafts people's abilities while also maintaining and sustaining cultural identity [10], [11].

1.2. *Place, Culture, and Architecture of Himachal Pradesh:*

Heavily known as the "land of gods," Himachal Pradesh is a hilly state with a varied terrain that is situated in the far northern region of the Asian subcontinent. The state is located between 500 and 7000 meters above sea level and may be divided into three main geographic zones. The Lesser or Lower Himalayas climb to around 15,000 feet (4,500 meters), the Greater Himalayas surpass 22,000 feet (6,700 meters), whereas the Shiwalik Range, also called the Outer Himalayas, stretches from 3000 to 4000 feet (500 meters to 1,500 meters). The Shiwalik area has a rainy season, dry winters, and scorching summers. Elevations cause the climate to become wetter and colder as one moves north. The winters in the Great Himalayas are very cold and covered with snow. The differences in height and climate in each of these zones influence the architectural styles. Developed over many generations, these buildings integrate traditional wisdom, make use of local resources, and are resistant to seismic activity while preserving interior spaces in cold conditions. The people of Himachal Pradesh are divided into many social classes and ethnolinguistic groupings. Though the majority religion is Hinduism, the sparsely inhabited districts of Lahaul, Spiti, and Kinnaur both of which share a border with Tibet are dominated by Buddhists. All three zones are home to tribes or semi-nomadic, semi-agricultural, and semi-pastoral people, whose daily lives and customs are strongly entwined with the distinctive features of each area. Although there are differences in the rites and customs, religion acts as a uniting factor among the populace. There is a strong sense of confidence in these regional deities, which are revered in every community. Temples with a variety of architectural styles may be found in almost every community. The architectural environment and communities show the importance of agriculture, pastoralism, landscaping, and forestry as the main economic pursuits of the populace. Local deities have an impact on the building of homes in the area, influencing decisions about the foundation and site selection via customs, rites, and beliefs [12], [13].

The present study is about preserving cultural heritage for vernacular architecture and cultural sustainability in Himachal Pradesh. The rest of the paper organized in the following section 1 provides to explore various traditional spaces to understand the interconnectedness between place, culture, and architecture. The information acquired for this capstone is a result of an exploratory journey to Dharamshala. Section 2 provides a review of the literature in the context of evaluating the intrinsic susceptibility of agricultural populations in Himachal Pradesh, across several biogeographical zones. The discussion is presented in section 3 to show. The summary of the study is presented in section 4.

2. LITERATURE REVIEW

M. C. Cosovic and B. R. Brkic [14] a way to enhance active learning and lessen the inevitable shift is game-based learning. The scientific community studying cultural heritage is becoming more and more interested in it, especially in light of its function in highlighting the importance of cultural heritage and promoting regular visits to cultural institutions such as museums. There are plenty of serious games that are either based on or include historical material. Virtual worlds are mostly used to present material cultural heritage and make great use of 3D technology. Notably, intangible cultural heritage is receiving more attention in the field of cultural heritage,

and game-based learning may help to preserve it. In addition to examining the issues surrounding the usage of serious games in a museum environment, this study seeks to examine the benefits and limitations of game-based learning in a wider context.

S. Fatoric and L. Egberts [15] In this research, 52 specialists in environmental studies, climate change, and Dutch cultural heritage participated in semi-structured interviews. Furthermore, we carried out participant observations throughout the Netherlands to investigate the relevance of the advantages of cultural heritage and their relationship to climate change action. Our investigation also included the development of attitudes toward cultural heritage management, taking into account how climate policy affects heritage practices in the Netherlands. Our research demonstrates that professionals see a wide range of heritage advantages as essential to bolstering and directing present and future climate change initiatives. The informative advantages were the most notable ones, highlighting the rich cultural heritage's significance as a useful resource for learning about past social, economic, and environmental processes. The survey also showed that, in keeping with the transformational character of different legacy forms, heritage management is seen as dynamic and ever-evolving. The consensus among experts was that cultural heritage activities in the Netherlands had already been impacted by climate policy.

Last but not least, the study describes and finds connections between the advantages of cultural heritage and management, offering insightful information for research goals about both cultural heritage and climate change. It also provides guidelines for incorporating cultural diversity into mitigation and adaptation strategies for climate change.

F. Carbone *et al.* [16] study's main goal is to reinterpret the current trend. It provides a notion of excellence in the administration of cultural heritage attractions as a theoretical contribution. This concept is based on factors including the potential to improve intercultural competency and foster intercultural discussion, the ability to protect cultural assets, the quality of commodification for tourist use, and the ability to effectively communicate their value. We carried up empirical, qualitative research to look at the present views of quality among cultural heritage managers, building on these theoretical underpinnings. Based on their perceptions of quality, the results show a large asymmetry in practitioner attitudes and behaviors, which has led to the establishment of four different kinds of cultural heritage managers: Reactionary, Reticent, Pragmatic, and Enthusiastic.

S. Fatoric and R. Biesbroe[17] research aims to improve the empirical understanding of barriers to cultural heritage adaptation to climate change effects in the Netherlands. The main goals are to recognize different obstacles, comprehend how they relate to one another, and provide possible approaches to overcome these difficulties.

Using a web-based survey that was given to fifty-seven experts, our results show that the most often mentioned obstacles are the lack of a cultural heritage policy for climate change adaptation and the lack of risk and vulnerability assessments for various cultural heritage categories. Our research confirms the idea that these obstacles are connected and hinder cultural heritage's ability to adapt to climate change as a whole. As a result, we provide six doable methods for overcoming these obstacles.

The above study revealed that professionals view various heritage advantages as crucial for supporting and guiding current and future climate change initiatives. Informative advantages, emphasizing the cultural heritage's role as a valuable resource for understanding past societal, economic, and environmental processes, were particularly highlighted. In this study, the author discusses the built environment of Dharamshala and the traditional local house for Himachal people.

3. DISCUSSION

Dharamshala, which is located in the gorgeous northern Indian state of Himachal Pradesh, has a developed environment that skillfully combines the richness of local culture with natural beauty. Lower Dharamshala and Upper Dharamshala, the town's two different sections, each have their distinct architectural characteristics. The administrative and commercial center is located in Lower Dharamshala, which is home to a blend of contemporary and traditional architecture. There are hotels, government buildings, and retail establishments along the busy streets. Upper Dharamshala, or McLeod Ganj, on the other hand, is home to the Tibetan government-in-exile and is a cultural sanctuary. With its vibrant prayer flags waving in the wind and its beautifully constructed monasteries, such as the Namgyal Monastery and Tsuglagkhang Complex, the architecture here is heavily influenced by Tibetan architecture. The buildings in the area are often examples of traditional Himachali architecture, which is distinguished by vivid timber façade and sloping roofs designed to survive heavy snowfall. All things considered, Dharamshala's constructed environment radiates a certain appeal, where history and modernity coexist against the magnificent Dhauladhar mountain range.

3.1. Built Environment of Dharamshala:

Dharamshala is located in the gorgeous Kangra Valley at a height of 1457 meters above sea level, with the magnificent Dhauladhar peaks serving as a stunning background. This area is separated into two parts: the higher section, which is called McLeod Ganj, and the bottom half, which is called Dharamshala Town. Often referred to as 'Little Lhasa,' McLeod Ganj is the official seat of His Holiness the Dalai Lama and is dotted with several monasteries, demonstrating the strong influence of Buddhist culture. Sun-dried bricks, stone, and mud are the main building materials used in Dharamshala's native architecture. These dwellings, which are often built by hand with help from neighbors or other settlers, showcase a distinct fusion of customary artistry. Because of the clay-rich soil in the area, mud bricks are a common material used in buildings, which contrasts sharply with homes built at higher altitudes that employ wood and stone. These homes often feature smaller openings on the north side than the larger openings on the south and west, which are intended to optimize light and heat absorption for warmth. Conventional methods of discouraging termites, such as sprinkling a solution of clove and neem oils on the ground, plinth, and sill levels of stone walls, are still followed. Because Dharamshala is located in a high seismic zone, certain building techniques are required. If mud buildings fall during an earthquake, they break down and may either be rebuilt or returned to the agricultural cycle. Typically measuring three feet by three feet, stone foundations reach the sill level and provide increased vibration resistance during seismic occurrences. The 'adobe' bricks, which are sun-dried bricks composed of a mixture of silt, clay, pine needles, coarse and fine sand, and water, are used to build the walls above the sill level. In place of straw, pine needles give the bricks more tensile strength. There are four methodical steps in the brick-making process: sifting, plugging, shaping, and drying. Pigging is done in part by cattle, using an age-old technique that is still used in many places. The bricks' quality is improved by the inclusion of cow manure. The slurry is poured into ready-made molds, and the bricks are sun-dried to produce walls that are at least eighteen inches thick. Without the use of cement, the foundations are constructed by hand using a variety of sized and shaped stones. The breadth of the foundation typically equals that of the wall above, plus or minus eighteen inches. The house's plinth level is situated around one foot above the floor. Dry stone retaining walls may also be used to level a site for a building's foundation or to support backfill. The colloquial name for the kind of stone masonry that is found in certain parts of Dharamshala is "pattharkemakan," meaning dwellings of stone. These stone walls, on the inside as well as the outside, support weight and are consistently thick. The most common materials for flooring and ceilings are stone, mud, and wood; stone has superior insulating qualities. These materials

show excellent resilience to the impacts of weather. An annual coating of mud and cow dung slurry is used to complete the walls. The ancient type of stone masonry, known as "pattharkemakan" or "houses of stone," is still common in certain areas. Stone, mud, and wood are used for the floors and ceilings of these load-bearing stone walls, which have uniform thicknesses for the exterior and inner walls. Stone, which is well known for its insulating qualities, as well as mud and wood, is resistant to weathering. A yearly coating of mud and cow dung slurry on the walls gives a final touch [18], [19].

3.2. Traditional Local House:

Houses with a central courtyard surrounded by rooms are the most common architectural form in this region. This courtyard acts as the house's entrance and a transitional area between the public and private domains. It acts as a spine that connects homes and animal shelters, which are often used as areas for raising and feeding animals. The rooms flow smoothly out onto large verandas that open out onto the courtyard. These verandas are essential for a variety of everyday activities. As such, the home's courtyard and veranda are usually very large. Situated to optimize sunlight intake, usually on the southwest aspect, the kitchen has a customary mud stove, known locally as a 'Chulha.' Households also have livestock barns that are built using the same materials as the main home but with smaller constructions. Cattle are housed on the ground level, while fodder is stored on the upper floor, which has windows and tiny apertures for air circulation.

3.3. Himachal through One's Eyes:

The state of Himachal Pradesh has long been enigmatic. Many tourists and historians have been enthralled by this region's culture and architecture. I'm always in awe of the state's rich culture, breathtaking scenery, rural architecture, and the extraordinary abilities of the locals. The region offers a wide range of design choices, some locations making such an impact that a return visit is necessary to appreciate their appeal. Valuable lessons appear out of nowhere and in the most unexpected ways. It is inspiring to see the hidden architectural treasures in these isolated places, but it is also depressing to see the same culture and customs gradually disappearing. Humans and their natural surroundings have become noticeably disconnected as a result of modernity's incursion into these communities.

3.4. Local House at Stovari Hills:

About 150 people live in the little hamlet of Stovari in Dharamshala, which is near Naddi. Situated 2000 meters above sea level, this neighborhood provides the backdrop for a detailed investigation of a local home. The examination covers a wide range of topics, such as material selection, traditional design details, and daily activities that influence the house's spatial arrangement.

3.5. House designing of Himachal Pradesh:

The home is organized in a traditional two-tiered layout, with a module for the living quarters and another for the livestock shed. There is a kitchen and four rooms that make up the living space. The living area was added later and is made of concrete, in contrast to the livestock shed, which was built using traditional methods with stone and mud bricks.

3.6. Simple Abode at Rakkar:

A modest family living in a local mud hut in Rakkar Village is made up of a single mother Poonam and her two children, Ananya and Uday. The family has had many difficulties because of the 50-year-old building, which is exhibiting indications of degradation. This research aims to assess the arrangement, age-related effects, and often disregarded design details. The residence has a kitchen, a storage space, and a single bedroom. A ground-floor cow shed and a

first-floor storage room, which is often used to store firewood and fodder, are located next to the home. The absence of thermal insulation makes the home uncomfortable in the winter even as it offers a cool haven in the summer, so the family ends up spending more time outdoors on the plinth. Significant repairs were required owing to the house's deteriorating state; one such repair was to replace the kitchen's roofing with tin because of leaks that occurred during rainy seasons. The front part of the house is likewise covered by the expansion of the tin roof. The attached photos show the many roofing and ceiling styles found within the building; the picture on the left shows a ceiling feature that is supported by conventional beams and columns.

3.7. Broad Spectrum:

This initiative's main goal is to build relationships and connections with nearby communities to create an environment that embodies a distinct cohabitation and co-creation vision. Three pillars support the foundation: generate, revitalize, and maintain. 'Myo' aims to rectify and rejuvenate the latent traits and skills that are inherent in every area and society. This retreat is created in two stages: before it is implemented at the location and after it is. During the implementation phase, designers, architects, and village residents work together to promote a cross-fertilization of ideas, methods, and expertise. The site is created by combining different philosophies via cooperative and constructive effort. After it's finished, the retreat wants to become a creative center that attracts innovative thinkers from all over the world. The retreat will be managed in part by the local people, who will also help those in need by giving chances, especially to local women. Since success should not only enhance one's own life but also the lives of others, it is imperative to include the local community. Having an altruistic mentality may open you many opportunities. For creative minds from busy cities, this retreat provides a safe refuge where they may immerse themselves in the serenity of the alpine setting while experiencing and learning about the arts and talents of the locals. It offers a chance to investigate, invent, and improve upon long-lost regional abilities and methods. The idea is to enhance and preserve the area's unique cultural tapestry, natural resources, and identity while adding modern elements.

Cross-disciplinary ideas among designers and architects are beneficial, and the neighborhood wins from the revival of lost skills and education about contemporary concepts and technologies. With the help of this approach, individuals and their surroundings may coexist peacefully.

3.8. Mountain of Himachal:

Tucked up in the Himachal Pradesh highlands, Myo is a haven for artists looking for a quiet getaway. For artists, the artist studio is a hallowed location where magic is created and maintained. It is sometimes referred to as the cradle of magic. Artists must be allowed the space in their havens to contemplate, ponder, and work. This sanctuary, which occupies 12,000 square feet and offers stunning vistas among scattered boulders, is a creative retreat for six to eight visual artists. Located in the peaceful town of 'Thatri,' distinguished by its small population, the site offers an ideal environment for artists to fully engage in the creative process. In addition to common indoor and outdoor rooms and eating areas, the facility offers individual living accommodations, a shared studio space, and many breakout places for unlimited creative exploration.

Artists may participate in local events and fully immerse themselves in the state's culture thanks to the village's proximity, providing inhabitants with a thorough experience. The structure's architectural design pays homage to Himachal Pradesh's vernacular building customs, offering locals a glimpse into the area's customs surrounding building practices. The design is contoured around the existing rocky terrain to highlight the natural beauty of the area, blending in

perfectly with it. Upon completion of their residence, artists are invited to produce a work inspired by the local Himachal, which is then presented inside the residency, promoting interaction and a cross-pollination of ideas across many artistic disciplines.

3.9. Site Layout of House:

The buildings are arranged on three separate levels: the eating area and Block I of the artists' residential quarters are located in the studio, which also functions as the main entrance. Block II of apartments and the manager's residence are located on the second floor, while a showcase area is located on the third floor. The main kitchen and service areas are located on the ground level, while the first story has the two artist living quarters. The shared studio has many unusual architectural features, including bamboo projections for displaying artwork from the mud wall, a metal truss that was influenced by traditional trusses, and traditional niches that were converted into apertures that provided panoramic views of the whole property. A thoughtful use of color draws attention to different architectural details. The site's topography enhances its attraction by letting visitors explore the rocky terrain while navigating the area. The location is filled with sculptures with traditional influences that frame views of the surrounding area and act as focus points for artists. Artists are encouraged to exhibit their works inspired by the local Himachal during the residence to foster engagement and cross-exchange of ideas among themselves. Interestingly, a 15-foot wall in this section is set aside just to display the artists' works and the variety of materials that are representative of Himachal's vernacular.

3.10. Site- Kosen Rufu, Thatri Village:

Thatri is a small community of around 120 people that sits on a 12,000-square-foot plot of land at a height of 1700 meters above sea level. Embracing vernacular principles, the architectural design makes use of regional resources and traditional knowledge. The building is now under construction intending to use it as a residential to expand into a hotel enterprise in the future. The concept, appropriately dubbed Kosen Rufu-Village Recluse, stands for individual happiness through world peace. The 2000 square feet of built-up space now consists of a dedicated prayer room, a kitchen, and living and eating areas on the lower level. Two bedrooms can be found on the top level, and a 500-square-foot unit at the front has been set aside for a future café/restaurant that will be a key component of the planned hospitality complex. This traditional home was constructed mostly from locally obtained mud bricks, stone, slate, bamboo, and wood. Every material goes through on-site development procedures, such as stone preparation, bamboo treatment, and brickmaking. Because the route is not very accessible, trucks, horses, and tractors are used to transport materials. Contrary to popular belief, vernacular homes are not always more expensive than concrete dwellings. The costs are sometimes the same.

4. CONCLUSION

Architecture and cultural sustainability are inextricably linked, as shown by the way that vernacular architecture in Himachal Pradesh has been used to preserve cultural legacy. In addition to shaping the physical terrain, the distinctive fusion of native construction methods, materials, and architectural concepts has preserved the region's rich cultural character. Himachal Pradesh's traditional architecture is a living legacy that embodies the knowledge of past generations and their peaceful cohabitation with the environment. Understanding the importance of protecting these architectural gems is crucial as we negotiate the difficulties posed by industrialization and urbanization. By doing this, you preserve not only the physical buildings but also the tales, customs, rituals, and feelings of community that are ingrained in the architecture as intangible cultural aspects. Conserving vernacular architecture is more than just keeping structures intact; it's an investment in the character, resiliency, and long-term

viability of the communities that have fostered these architectural treasures for generations. It's a dedication to building a vibrant cultural legacy that will inspire and survive for many more generations. In Himachal Pradesh, preserving vernacular architecture requires an all-encompassing strategy that includes community involvement, official assistance, and creative conservation techniques. Establishing a balance between the desire to protect cultural roots and development goals is crucial. The fusion of contemporary technology and old wisdom may create a synergy that will protect architectural treasures while also advancing them into the future.

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CHAPTER 8

THE COLLECTIVE: HOME DESIGN BY A TALENT FOR TALENT

Prof. Nikhil Sahni, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- nikhil.sahani@atlasuniversity.edu.in

ABSTRACT:
Social media has made the world easily accessible. It has become an inspiration for everything. There are lots of accounts about food, fashion, art, and design that can inspire and teach you. Content creation has created a new opportunity for people to start their own businesses by making and sharing content online. Social media accounts help the person who creates the content to feel connected to the people who view it, whether they are famous online or have been in the industry for a long time. Social media is a way for people to be creative and for business owners to find new customers. Content creators working from domestic households have blurred the line between workspace and home. Creating multiple sets by themselves to renting studios when required fails to provide them with a space to work and, at the same time, relax and collaborate. From this perspective, as this culture comes to occupy more of the physical domestic space and home working slouches towards commonality, the content house may not be a temporary cultural moment but a genuine experimentation with the purpose of space. The Collective is an interior design intervention where the space will act as an "incubator for aspiring content creators." The idea is to act as a hotspot for content creation, a hub where people who work from home can come here and create content with like-minded creators. It is a flexible space that serves as a large stage set for all kinds of content creation: performance and workshop studios for the most digitally prominent and their arsenal of pranks, make-up tutorials, lip-syncing, dancing gaming, and self-development challenges. To be an outlet to collaborate, learn, and provide emotional support to one other.

KEYWORDS:

Adaptive, Collaborative, Engaging, Interactive, Holistic.

1. INTRODUCTION

The advancement of technology from analog and mechanical devices to digital technology in the computer graphics industry has charted the course of the digital revolution in the design industry. Innovative progressions over the final decade have driven changes in people 's inclinations and a way of life that must be encapsulated within the planning and arranging of urban situations [1]. It has gotten to be basic to seek after, construct homes with expanded portability, progressed component interrelationships, and more straightforward structures. Distinctive phrasings were utilized to characterize such design: versatile, responsive, energetic, adaptable, and strong. The concept of Smart houses could be a result of mechanical advancement to attain this frame of engineering [2]. Rather than inquiring clients to move, turn, and yield to fit into stagnant conditions, shrewd homes mechanically advance to assist the building's life span by keeping up users' well-being and assurance, and its execution. Keen Homes have spaces that are multifunctional, inclusive, receptive, and competent in building distinctive situations for diverse projects.

The investigation recommends that a domestic is an action framework, and any changes within the user's wants and desires require a framework to reply to these changes. Adaptability permits the foremost successful utilization of administrations when utilizing rising innovation over a wide extent of exercises. whereas shrewd innovation looks to create inside space effectiveness by joining developments and setting tenants at the center of thought, a few current shrewd domestic thinks about paying extraordinary consideration to the usage of innovation, maintaining a strategic distance from other aspects of living and space [3]. Whereas the scholarly world and industry are endeavoring to realize residential surrounding shrewdly applications on a small scale in mindful domestic wanders, the common thought of keen homes is still distant from day-by-day hone. Knowing the root causes of client joy will help architects and application engineers in coordinating their item choices to what clients require and

appreciate. In case individuals' choices in keen domestic design can be assessed, the analyst can superiorly consider the factors that impact consumers' consolation with a keen domestic [4].

Indeed, in case inventive capacities are accessible to clients, concurring with later research on buyer selection of developing innovation, there's no inborn affirmation that they will be embraced and utilized, and it does not inalienably ensure an increment in quality of life. Investigating the current state of the division shows that savvy domestic infiltration within the lodging segment is still missing, due to the need to think about the genuine preferences of savvy homes for different target groups of onlookers. Individuals have assorted suppositions on shrewd houses. Their level of endorsement is decided by how well the keen domestic suits their tastes [5]. It is a way to talk and share information using technology that can reach a lot of people quickly. It changed how we talk to others and who we talk to. It allows people to talk to each other no matter where they are from and what language they speak. This helps connect people from all over the world. Our society now is very different because of the internet and technology. This has changed many jobs, including Interior Design. Customers and designers can benefit greatly from using Instagram and Pinterest to beautify a room. This change in the way brands advertise has been caused by the online revolution. However, it has also let designers and their clients to have more information when making design choices, communicating, and staying current. Apps like Instagram and Pinterest allowed people to communicate and get new ideas. You can see the latest trends with just a few clicks. Social media has created a new time. Before the year 2000, every ten years had its own popular interior design styles. For example, in the 1970s people liked colorful sofas and bright colors, and in the 1980s they liked using plexiglass and pastel colors. In the 1990s, people preferred simpler designs, like plain walls and natural oak kitchens. In the second half of the 2010s, there were many different trends in home design. People liked industrial colors and pastel colors. There were more trends in 10 years than there had been in the past 30 years. Social media not only makes trends popular and widespread faster, but it also makes people buy more design products. Before the advent of social media, spatial planning strategy was very time-consuming. Today with the onset of Instagram, Pinterest and other social media services choosing furniture, home decor, and inspiration has become more accessible. They are making design ideas come to life faster. A couch, a dream bedroom setup or kitchen anything and everything one likes is in their hand. Smartphones have become furniture showrooms. Within just a few clicks, anyone can furnish their entire space [6]. These apps provide a perfectly tailored experience by analyzing one's likes and what appeals to them. The vision for The Collective expands past an unimportant physical space; it encapsulates a social move towards rethinking the reason for household situations. As more people lock in in home-based work and substance creation becomes an omnipresent portion of existence, The Collective rises not fair as a transitory slant but as a veritable try in reshaping the meaning and work of living spaces [7].

Inside The Collective, makers can discover a strong community where like-minded people focalize to collaborate, learn, and give passionate bolster to one another. The space is imagined as a center for a wide range of substance-creation exercises, extending from the carefully conspicuous domains of tricks, cosmetics instructional exercises, lip-syncing, and gaming to more hint shapes of self-development challenges. The design concept of The Collective recognizes the characteristics required for a space that rises above the impediments of a conventional domestic office or studio. It points to cultivating an environment that invigorates inventiveness, energizes collaboration, and gives the foundation fundamental for substance makers to bring their dreams to life. The adaptable plan of The Collective permits consistent adjustment to the ever-evolving scene of substance creation, guaranteeing that it remains an

energetic and rousing space for a long time to come. The Collective speaks to a visionary approach to the advancing relationship between physical space and the burgeoning culture of substance creation. It stands as a confirmation of the transformative control of social media, not as it were as a stage for personal expression but as a catalyst for reimagining the exceptionally spaces, possess and how it characterizes and seeks after our inventive interests within the advanced age.

2. LITERATURE REVIEW

1. Home design:

Alabedi and Dallal [8] described that the domestic plan and domestic robotization frameworks are spreading quickly around the world. Mostly from the commitment to communication innovation, the IoT contraptions are progressively empowering mortgage holders to totally control any gadget or domestic contraptions through their portable phone through an online association. In the midst of this, the nearness of proficient contraptions like Arduino sheets has made the method less complex and more cost-effective. This research may be a total direction of what part Arduino sheets play in domestic robotization and how these boards have made shrewd domestic planning less complex and helpful. It moreover amplifies to expand why Arduino could be a keen advancement and a way better alternative which makes it stand out over other IoTs.

Nititerapad *et al.* [9] discussed points to ponder domestic plan rules in this modern period in Thailand. The information was collected by conducting a semi-structured meeting with three bunches of key witnesses, counting five members of scholastics and genuine domain specialists, five members of private extend designers recorded on the Stock Trade of Thailand (SET), and domestic builders, the individuals of the Affiliation of Domestic Builders of Thailand, and five members planners of a planning company utilizing plan considering, which may be a creative human-centered problem-solving approach to way better meet wants of inhabitants. In addition, they are lodging architects and engineers in Thailand. The information was analyzed utilizing substance examination. The investigation comes about uncovered that the home design rule steady with Thai residents' unused typical time behavior may be a house with feel-good qualities, counting adaptability, great cleanliness, security, security, natural invitingness, and comfort. Within the new-normal period, homes ought to have private spaces to work or consider from domestic, multi-purpose ranges, a broadened kitchen and expanded functionality, an assigned divide accepting range, and a capacity range. The building gets together framework establishment that improves great well-being and consolation in living is additionally prescribed. This profitable, oddity comes about might moreover lead to Thailand's genuine bequest trade improvement trends. Not as it were for lodging private originators and engineers but too for other related commerce providers related to modern item improvement for domestic inventive developments and advances within the future.

Ma *et al.* [10] current procedures and approaches coordinated to coordinate imaginative innovations within the domestic adjustment prepare to back autonomous living and maturing input. The orderly survey considered thinks about conducted from the point of view of engineering, keen innovation, and gerontology. Logical databases of related disciplines were looked at and supplemented by a hand-look strategy. Thirty-three out of 2594 articles were dissected from three viewpoints: the system of the savvy domestic environment for maturing input, the shrewd domestic alteration preparation, and issues and countermeasures of free living. The result appears that both domestic alteration and keen innovations can back more seasoned adults' free living, particularly with drop anticipation and indoor openness. Advances sent in more seasoned adults' homes are transiting from manual assistive innovation to more shrewd gadgets, and the idea of the automated domestic has risen. Concurring with existing

hones, the widespread plan is a broadly received technique for shrewd domestic planning and adjustment. Be that as it may, in most cases, an all-inclusive plan is utilized as a retrofitting rule for general domestic settings instead of particularly for shrewd homes. The necessities in smart domestic alteration stages are customization, the least life impedances, and extensible innovations to manage with the maturing handle.

2.2 Home Interior Design:

Structural planning is frequently related to aesthetics and fashion, but it is additionally exceptionally critical to building execution and maintainability. There are a few things about partner engineering plans the choice of materials from feasible sources, indoor discussion quality, vitality effectiveness, and efficiency. Barbosa *et al.* [11] take a step to examine how the utilization of effective inside plan strategies can affect the tenable space in arranging to move forward with building supportability in arriving utilization. Savvy inside plan, a current drift related to the utilization of proficient and adaptable furniture and mobile dividers in little or compact lofts, is examined. A building with a standard plan is utilized as a case think about reference building and compared to a proposed hypothetical plan elective utilizing keen insides plan procedures. In arrange to accurately evaluate supportability execution, a quantifiable and confirmed strategy is utilized. Comes about appears that the utilization of keen inside plan strategies can enormously diminish buildings' effect on the environment.

W. Rashdan [12] described that the later decade has seen a fast advancement of innovation, worldwide communications, and organizing. These innovative signs cleared the way for shrewd inside plan arrangements and fortified the environment for architects considering the impact of joining savvy arrangements into angles of feasible inside plans. This down-to-earth approach found an impressive positive effect on improving generally building supportability. On a bigger scale, this planning strategy will spare worldwide assets and make solid, useful, and comfortable situations; besides, it underpins the movement of mechanical ways of life. This research may be an audit of the hypothetical concepts behind keen plan and maintainability, investigating the benefits of inside plan arrangements that join savvy advances with different viewpoints of maintainability.

Almusaed *et al.* [13] said that "smart buildings" are getting better by using sensors, lots of data, and artificial intelligence. This will bring in a new era of building designs. AI leisure models can improve how we use energy at home and make us more comfortable. They can also help us save energy by controlling things better and making them more reliable and automatic. This article talks about how we can use artificial intelligence to make smart homes better, especially by designing living spaces. This study looks at how false information can be added to smart homes to improve customer experiences and save energy. The case study looks at how AI can be used in smart homes to make them more useful, comfortable, and energy efficient. The main goal is to use new ideas to improve our homes and make our lives better. The article ends by looking at the unclear problems and possible future questions about using AI in smart homes. Integrating AI technology into smart homes helps homeowners by providing better security, convenience, and saving energy.

Kumar *et al.* [14] proposed framework demonstrates that a domestic inside plan can be effortlessly executed as a portable application. The execution assessment through tests appears that with the Hammer calculation, the normal reaction time of the proposed framework progresses by 43%. It is often difficult and takes a long time to plan the inside of a house because there are often mistakes when choosing things to buy and where to put them in a room. One mistake might be not having enough information about the room and other items when you see something in a store. In this study, we want to make a way for people to use AR to see how different home interiors would look without needing a special marker. We make the

framework more active by using a combination of AR and SLAM, which helps to make 3D features more accurate and avoid obstacles in the real world. Measurement filtering is used to make sure the size of things in the real world is accurate. It can adapt to changes using a touch signal.

2.3 Home natural setting:

B. Kaltenborn's [15] present study addresses how individuals ended up joining places as an issue inside the broader subject of how implications are made. Put connection includes complex connections between people and their environment, and incorporates thinking about the nature of mental forms, the part of put qualities, and the transient and spatial structure of people-place intuitive. More particularly, shaping connections to places involves making full-feeling bonds between individuals and places. In any case, little research on put connection considers how individuals get to be connected to relaxation situations. Moving forward information approximately in connection to relaxation settings requires an understanding of how implications are made. This ponder investigates the concept of put connection and a few of the variables influencing connection to normal situations among a test of amusement domestic proprietors within the Langmorkje commons in southeast Norway. The impacts of sociodemographic characteristics, involvement in utilizing history, and changing geographic scales on the quality of put connection are inspected.

As more individuals move towards work-from-home alternatives amid the COVID-19 widespread, private indoor situations are progressively becoming places where we spend a huge share of our time living, working, and examining. Whereas the pertinence of indoor situations for our passionate prosperity is well built up, small is known almost the particular perspectives of private indoor spaces that influence negative and positive feelings. Morales-bravo *et al.* [16] research investigated the relationship between normal lighting within the domestic and the passionate subjective prosperity (E-SWB) of its tenants. In a randomized control trial, we test the theory that common lighting advancements in lodging contribute to residents' E-SWB, deciding which perspectives of lodging sunshine plan are more important for this. A add up to of 750 participants took a portion of the test and evaluated, agreeing to their seen bliss or pity, an arrangement of 3D computer simulations representing seven sorts of normal lighting changes within the domestic. The comes about to appears that the common lighting conditions of lodging altogether affect people's recognitions of joy and pity, with settings that have an expanded sum of sunshine entering the domestic driving to the most noteworthy impacts. Park *et al.* [17] See how different customers' preferences for single or multiple homes affect how a platform responds to people who don't use the ads. Local TV channels in the U. S area Every day, people studied the markets between 1945 and 1963. A special thing about this place might be how TV stations suddenly started and then stopped during the Korean War. Writers learned that small companies care about what their customers usually do when they pick one place to shop instead of going to different places.

When a new TV station started showing ads every day, the small companies with more customers who usually only go to one place had to lower their prices, make fewer copies of their products, and spend less money on ads. Our research suggests that businesses in multi-sided markets should consider if their customers prefer to use one company or multiple companies for their needs. Differences in these tendencies are an important factor to think about when deciding how to react to a competitor entering the market.

2.4 Role of content creators:

S. Kanjilal *et al.* [18] described that the in South Asia, people feel very strongly about the idea of caste. It is enforced and organized in a way that affects people's lives and how they move

through society. The relationship between caste and food rules has been closely linked, especially when it comes to sharing and cooking food, especially meat. This study examines how traditional foods are being used in digital media, which changes how we relate to food and our body.

This study looks at how caste is talked about and dealt with online by people who sell home-cooked food in India. The study is based on 20 years of research with these food makers in the growing Indian "creator economy. " It takes place during a time when there are intense debates about Hindu nationalist food laws in India. How do people talk about caste without using the actual word in their posts. How do people show their feelings of shame and closeness to their caste while working in the maker economy. By combining feminist and anti-caste ideas, the research suggests that caste has an impact on people's lives and explains how it affects them.

Boccagni *et al.* [19] investigate the ways to show and signify household space through the outlines of YouTube amid the primary across-the-nation lockdown in Italy in the spring of 2020. Whereas being implemented at domestic, and possibly as a way to manage with this, YouTube makers see, show, and readapt their residences in differentiating ways along the continuum between secure protection and jail; as appropriate household space but too as utilitarian comparable of extra-domestic ones such as exercise centers and workplaces; as the fundamental scenery for their exhibitions or as a setting to be shown in its claim right. Based on a substance examination of 989 recordings utilizing the hashtag between Walk and May 2020, the research investigates how the household space is turned into an arrangement for open exercises, in this manner uncovering an expanding porousness between private and open space. This, in turn, welcomes to advanced examination of the complex traps of private and open, 'displayed' and 'invisible', as an expression of the constitutive irresoluteness of the domestic.

3. DISCUSSION

3.1 Design Before the Intervention:

Interior Design as a profession has been a product of technological advancements. Earlier the design approach was user-centric only. The earliest evidence dates back to when prehistoric humans first started settling and building communities using primitive tools. Although they focused on necessity and function, these cavemen used to decorate their spaces with elementary drawings and animal skins. As Monarchies started to establish their rule in Egypt, followed by other countries, magnificent and elaborate palaces were designed for the royal families to signify their wealth shown in Figure 1. The palaces represented their religion and helped them please their gods. the carvings, tapestries, and murals that stretched over entire ceilings and walls showcased it. With the onset of the Industrial Revolution, Interior Design as a concept opened up to the commoner. Magazines and prints started to hit the shelves. Travel around the world has become more accessible [20].

All this led to different styles and developed eclecticism as a design concept. Eclecticism weaved these various styles together and brought personality and character to the space. At the same time, mass production of furniture and decorative items allowed affordability among workers of the lower and middle classes. The fancy decorations inside expensive houses can now be copied for the outside too. The new variety of decor options makes it even more difficult for new interior designers to choose for upper-middle class homes. In the early 1900s, architects and designers began to focus on keeping people healthy and clean, so they used different materials to make buildings safer and cleaner. People were not only afraid of getting sick from technology, but they also used the factory's way of working in other parts of their daily lives. They focused on being organized, working hard, saving time and resources, and making things the same [21]. This led to the birth of European modernism, where the form

followed the function. Televisions entered the homes and brought in a new way of communication stories of robots and interstellar travel brought in the aesthetics of Mid-Century Modern.
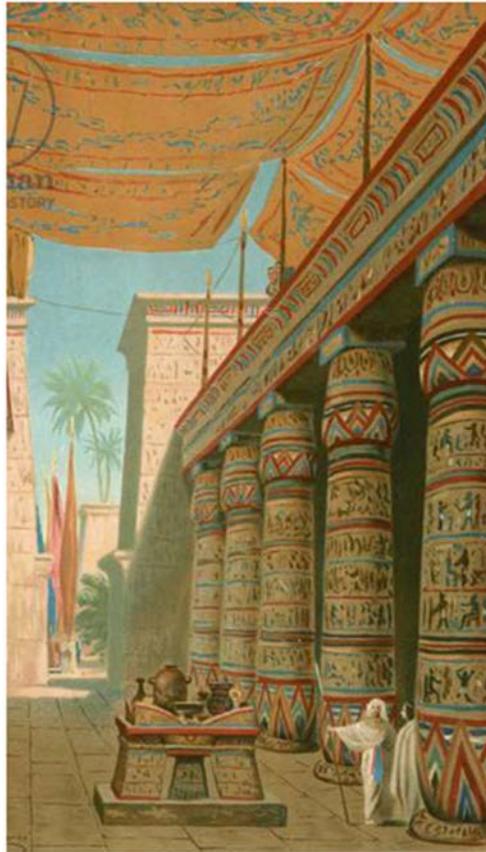
Figure 1: Reprinting the design of the Egyptian Palace.

3.2 Inspiration – Technology:

The late 90s brought computers to everyday life and business. This heavily changed the interior industry. The dawn of the internet connected people like never before, and a new technological age was upon us. The graphic cards allowed the development of computer-aided design tools and drafting applications such as AutoCAD and Rhino 3D. Furniture icons like Pottery Barn and Ikea came to light during this time. The introduction of housing shows on TV influenced and inspired millions of people to redesign their homes. These gave clients a checklist of must-have assets and inspired a generation of homes to be designed around these features. The next decade brought in a wave of social networking apps. These apps gave a different perspective on how people look at the world. It even allowed designers to reach masses at a time and let people experience their space without visiting. Even though travel, nature, and religion still act as a place of inspiration, social media apps like Instagram and Pinterest have become a pit stop destination for instant inspiration and ideation.

3.3 Scroll, Swipe, Add to the Cart:

Design education is about adapting and solving problems creatively, at the same time educating, skill-building, inspiring, and networking for success. It has formed a virtual classroom lounge for creatives to gather to speak, present, and share their ideas. Renowned designers are even educating to help aspiring designers or potential clients learn about design

pieces or ideas. This is important because it helps people learn about different issues and how good design can make a difference in their daily lives. Sometimes, this information can also help young designers who want to learn from successful designers. Studying the designs of famous works can help students and new designers understand how the designs were created, even if the process isn't usually shared except on social media.

Nowadays, homes show more about who we are. Interiors are being made to look as special and unique as they can. Artistic people are making ordinary furniture look unique and personal. Many people are also starting to get creative with their own furniture. Many social media sites like Instagram, Pinterest, and YouTube have lots of tips and tricks for doing it yourself. They show you how to do things like adding legs to furniture or turning a table into a stool. Customers make old furniture look new and share it on social media in a few easy steps. It has become a creative process: get ideas, make things, show others, and motivate them. Big furniture companies are taking advantage of this trend. IKEA and Pottery Barn have blogs that teach customers how to change or reuse furniture in easy ways.

3.4 Tapping Right Into:

The inspiration for designers is as endless as the Instagram feed. These apps help designers tap into consumers' perspectives on interior design to identify and analyze clients' needs and develop new designs around them. Predicting the next big trend has become more accessible. It was apparent in the last couple of years. Within just a few months, COVID-19 brought a transformation in our lives. Work, school & leisure relocated to our houses, requiring our homes to be flexible. The need for a home office grew. The response to this was to create intelligent design solutions. Moreover, social media provides designers with key analytics about the needs of their followers. Endless scrolling through the boards and feeds like, follow, comment, and share- provides designers with invaluable insights.

3.5 Marketing Tool:

In the past, a design business would get customers by people telling others about it, or by advertising in magazines. Editors of popular magazines used to decide what was popular, but that changed when Instagram and Pinterest became popular. Social media and design both use pictures and videos to communicate. Thanks to effective collaboration, designers can effectively promote their work using social media. Social media is used to advertise and to get new ideas. Social media is really big and can really help designers in their job if they use it well. Designers can easily connect with millions of potential customers by clicking a few times. Different types of people, like famous companies and social media stars, as well as regular people who own homes, make up a diverse and active community. This community provides many opportunities for people to connect and communicate with each other. People want helpful information and truthful suggestions, and that's where social media comes in.

Every designer has their own way of creating designs. Social media lets a designer show their design style through their work. It is a chance to display many different types of projects all in one place: academic, constructed, and ideas. Designers use their skills and techniques to give their brands a recognizable look and make a personal connection with their customers. Designers need social media because it allows them to communicate with others. It's the best place to show new design ideas and get feedback from customers right away. It is the perfect mix of platforms for their brand and a source of ideas for their designs. Therefore, it is much simpler to make an online portfolio on social media. Many designers and design companies use technology to share their work. Some tools are made specifically for social media pictures and videos, like GIFs and short films showing the design process. Also, social media helps people work together. Interior design involves different professionals working together to

create a design. Designers work together more often on projects because it helps them connect with others, which helps them create really cool spaces. The most important part of social media for designers is being able to share their work and connect with people more easily. Now it's easy to talk to any designer, no matter where they are. It helps people work together and creates a worldwide community, which is important in the design industry. There is a new way of thinking that is becoming popular in the design world. Big companies were making the first popular styles, but now what customers think is more and more important. They are not just copying others, but are setting new trends. Using Instagram to promote a business online. In order to attract more people and get them to take pictures and share online, designers need to make sure that people have a good time in the actual space. Creating a place that represents a business's brand makes the place different, one-of-a-kind, and real. However, that is not sufficient. Certain things draw people to places that are worth sharing on Instagram. A space that looks good for Instagram photos being examined closely.

3.5 Natural Setting:

The beautiful scenery makes it easier for designers to create great designs. The space will be designed to feel like it's part of the outside. It makes the guests feel very amazed. The way it fits into nature makes people really like it on social media.

3.5.1 Signages:

Signage does more than just show the name or logo of a brand. It is a picture or symbol that shows what the brand is about, and sometimes you can touch or feel it. Placing the brand name and logo in a smart way can create a unique space for the customers. Using signs in a smart way can help a business become very popular.

3.5.2 Good Lighting:

Before, architects and interior designers cared about how spaces would feel, but taking photos of the spaces was not important to them. With Instagram, the most important thing is how a room looks in photos. The dark and grainy lighting on the phone will make things look bad, so Instagram design is about making a space very bright. Designers like to pick places for pretty pictures depending on how much sunlight they get. Furthermore, updated coffee shops and restaurants use their space wisely by adding skylights and big windows. Controlling the lights inside is also important. Designers choose and make light fixtures to help take perfect photographs.

3.5.3 Murals, Tiles, and Textures:

Bright and colorful paintings, tiles, and textures can make a boring wall look really pretty and perfect for photos. People love them because the wall is like their own special canvas and photo booth, and it's a great place to take a selfie. The mural or street art can also be a recognizable place. It helps people to not forget where it is. That's how they'll keep returning. Anything with unique and important art becomes a photo booth. Special art and bright wall designs are at the top of the list. Tiles help tie the room together visually and they make for a great photo when taken from a different angle [22].

3.6 Tool for storytelling & innovation:

3.6.1 In Interior Design:

The way we produce and design our experiences and culture has been altered by social media. Every day, we switch back and forth between seeing things online and in person. This happens a lot in our homes. Designers are trying out new ways to use social media and tell interesting stories. The significance of storytelling is increasing, impacting both clients and designers in

gaining a deeper understanding of their work. Social media is very important in this change, because it allows us to tell new stories about who we make things for and why. Social media thinks that storytelling is not just about sharing a nice picture of a place, but also about sharing the experience of an event and a location. Today, people can experience a place without actually going there. Instead, people can see and understand work through digital images and the perspective of the public. Social media has changed the way we connect with others. It has also opened up new opportunities for designers and has influenced how we use digital space. In the last few years, people have started to focus more on telling the story of a building or project, instead of just showing pictures of it. Designers are starting to show what happens when spaces are filled with things, instead of being empty and clean. Anyone can take pictures of buildings and show how they are used, how they get older, and how they change. Social media makes it really easy to share architecture with a lot of people. Cities have found ways to use social media to get more people to visit, taking advantage of this trend. The idea of designing products based on people's experiences is changing how companies create new things. Social media helps people tell their stories and show more diverse and inclusive designs. It makes it easier for people to express who they are. Social media has changed how things look and how stories are told. People who create content and set the pace for others are using these technologies to come up with new ideas and make things better for their businesses and their customers.

3.6.2 From a different POV:

Stories come in forms beyond what you see in books or movies. Social media is a powerful storytelling tool for conveying ideas, raising issues, encouraging action, and creating buzz. Storytelling is what captivates an audience, it is what gives one a voice. Content with strong visual elements that are emotional, relatable, and memorable connects the most with the audience. Content creators discuss how they became successful lawyers or what goes on behind those fine prints in bills. Likewise, a composer tells the story behind their upcoming song. Or how a fashion blogger achieved a particular look. All of these add value and tell a story that is tailored to their respective audiences. A social issue awareness or action plan, on the other hand, reaches a larger audience. A social issue awareness or action plan, on the other hand, reaches a larger audience. When creating stories, content creators consider the four I's: creating interest, involving the audience, instructing, and inspiring them. A call to action in a story informs the audience of the takeaway and creates an impact. Content creators use storytelling to elicit emotion, call to action, create value, and instill memory, which allows them to reach billions of people.

3.7 Bandwagon:

3.7.1 Content Creator:

With more than 50 million content creators, curators, and community builders including social media influencers, bloggers, and videographers, the creator's economy is booming now more than ever. These creators monetize by posting relatable content, paid promotions, personal websites & apps, becoming founders, and creating their power in this ecosystem. Out of these 50 million, only 4% can create a reach with over 100K followers. Almost 47 million amateur creators are trying to make their mark. This ever-growing online network requires tools, studios, setups, and technological support to create its content. At the same time, they require an offline space to connect, interact & grow together.

3.7.2 Creators Pad:

Creator pads were born out of Youtube and Vine but gained momentum with the rise of Instagram and TikTok. They allow teamwork and camaraderie. Content Creators can lean on

each other for emotional and moral support and advice for navigating the industry. Having other experienced influencers around can be a big growth opportunity and a real change from what many influencers are used to. The creators live and work together in the space and create content. The purpose behind setting up content houses is to enable members to tag each other in their created content and expand their audience. Also, the content creators play off each other's popularity to gain more and more popularity on their selected platforms. Besides, many content houses encourage the creators to collaborate on creating content and share industry and business knowledge. Brands also get influencers from content houses who help them to increase the reach of their brand. These content houses provide a beautiful environment for creators to create the best and most engaging content to increase various brands' identities.

3.7.3 Opportunity:

The creator economy has boomed in the past couple of years, becoming a multibillion-dollar business. With millions trying to make a mark, not everyone can reach out to the right audience or follow their passion. Creators work from their home studios, cafes, and restaurants to create the required content. In general, creators don't have a physical office and they often travel a lot because they work from home. Influencers find fun ways to share their message with lots of followers by regularly posting new content. It can be really hard with lots of work happening behind the scenes. This gives a chance to make a safe and flexible space where they can easily do things like taking photos and videos, talking about working together with brands, meeting and working with other creators, and planning their next moves.

This place will be perfect for them. They can work here whenever they want. It has everything they need, like studios, spaces to work together, rooms for meetings, a place to show things on a screen, and a studio to record.

3.8 Social House:

3.8.1 Hype house:

Hype House is a TikTok-based collab house based in LA. The house is a 20-acre mansion and welcomes guests through a long driveway. The house has a pool, patio, jacuzzi, outdoor gym, unique decor in rooms, and spacious and flexible rooms The house members permanently live and work there together, allowing them to create videos together easily. Staying there the creators have to create content daily. The house was designed to bring in productivity for the members.

3.8.2 We work:

WeWork is a coworking space that was started to meet the diverse needs of startups and freelancers who needed professional office spaces at affordable prices. The vision was to create environments where people and companies come together and do their best work. The space provides the users with different workspace iterations such as Private Offices, Dedicated Desks, Hot Desks, Full Floor Offices, and Meeting Rooms. Additionally, it provides amenities such as common areas, a cafe, and conference rooms. We Work is a collection of thousands of amazing stories that inspire people to achieve more. The values that guide the team at WeWork are to be Inspired, Entrepreneurial, Authentic, to be Grateful, and to be Together.

3.8.3 Tag Mango:

Tag Mango is a business tool for creators to build monetization opportunities for themselves. The idea is to act as a stepping stone for turning creators into entrepreneurs and help them monetize their interactions and build powerful communities. Parallel to this model, TagMango has introduced a co-live and co-work space similar to the Netflix famous Hype House. A space for like-minded creators to come together and network and monetize.

Design brief:

Social Media is just not for entertainment. The rise of influencers and decentralization of media has led to a modern type of economy: the creator's economy. The 'creators' economy' is poised to drive next-gen growth in India and has impacted millions of people by providing value, knowledge, inspiration, and entertainment. "The Collective" is an interior design intervention where the space will act as an incubator for aspiring content creators. The idea is to design a modular and inclusive ecosystem for budding creators to collaborate and grow together. The agenda of making it flexible at the same time adaptable is to allow the space to have different configurations. To provide them with a space free from societal rules, breaking norms, and creating their magic. At the same time, a flexible space to host events, meetings, and workshops. The objective of the space is to create a sense of belonging, build an environment for cross-collaboration, and sustain wellbeing amongst the creators. It will act as a catalyst to empower them to tell their stories, learn, and grow. A place of endless opportunities. A place they can call home.

4. CONCLUSION

With the onset of the digital revolution, there has been a drastic growth in the number of content creators present. This creator's economy is growing every second of the time. Some end up making their mark in their respective industries, while others fail to reach those heights. These ever-expanding creators also require multiple studios at a time to record content and shoot. This wave of content partnership allows them to work from home, blurring the background between work and home life. Thus, requiring a space to collaborate and further grow. The Collective explores creating an incubator for all aspiring content creators and a platform for established creators to grow further and rise.

The space allows the creators to interact with one another, cross-collaborate, learn, monetize through different mediums, and create an everlasting network. The space will act as a hotspot for content creation, a hub where people who work from home can come and create content with like-minded people.

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CHAPTER 9

COALESCE: MASS RETAIL FOR THE VARIETY OF PRODUCTS, AND REASONABLE DIMENSIONS

Prof. Amrita Ravimohan, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- amrita@isdi.in

ABSTRACT:
Humans perceive the world in a variety of ways. Each of them, abled and differently-abled, has different motivations for building relationships and living an independent life. Similarly, everyone encounters exclusion as they interact with their surroundings. As designers, design spaces based on the abled population, and in doing so, we overlook those with limited abilities or those who are differently abled. For example, if we use our abilities and biases as a baseline, we create things that are simple for some people but difficult for others. As a result, experience is created for people of a specific gender, age, language ability, tech literacy, and physical ability. There are 7.4 billion people in the world. The goal is to create an inclusive environment that will allow more people with a diverse range of abilities to participate and reflect on who they truly are. Unity and embracing individuality are the core beliefs of every designer. The purpose of this is to understand and recognize exclusion responsibly, learn from this diversity, understand the power of interactions in a mass retail setting, and create an environment that is more inclusive to the vast majority of the population.

KEYWORDS:

Mass Retail, Mass Market, Market Shops, Market Shops.

1. INTRODUCTION

A mass-market retailer, also known as a common retailer, is a corporation that distributes vast numbers of items that appeal to a broad range of customers at a low cost. Mass-market merchants are not often recognized for delivering long-lasting, superior products or providing excellent customer support, yet they do satisfy customers' expectations and requirements at cheap costs. Big-box shops such the Target, Sam's Club, and Best Purchases are instances of mass-market sellers, as are companies such as Levi's and Gap, as well as e-commerce sites like Amazon. General-market shops include grocery stores, pharmacies, consumer merchandise, and storage businesses. One of the many divisions of the retail industry in the US is mass-market selling. Spending by customers drives the retail trade sector, which comprises both conventional traditional merchants and online-only businesses. Profit margins for mass-market shops are often low [1]. To stay in the company, major retailers concentrate on significant numbers of sales and creating efficiencies of size that enable them to offer lower prices than smaller stores. Costco, Target, and Walmart are examples of mass-market shops having physical sites that occupy a vast footprint. The typical Costco warehousing shop is 145,000 square meters in size, based on the company. This tremendous quantity of real estate enables shops to provide a wide range of items to clients [2]. Many businesses have grown to include facilities like as-store drugstores, physicians, and audiologists, in addition to products. Effective control over stock along with supply chain leadership are important to the success of a mass-market store. A just-in-time (JIT) inventory strategy, that assures merchants only have enough goods on board to satisfy their immediate demands, is often used by effective companies. This allows companies to avoid storing big volumes of supplies, which is more economical and decreases the quantity of funds locked up in items that are not reselling. Luxury merchants, as opposed to mass-market retailers, offer things to rich people who buy upmarket stuff. These things are often out of range for the ordinary customer, yet ambitious people may buy them nevertheless. Luxurious stores are connected with excellent service to consumers and greater value. Bergdorf Goodman, Barney's, Tiffany, and Saks are examples of luxury stores.

Throughout the US, item sales via mass-market merchants account for a significant amount of the money earned by retail food and other sales. Startups or independent stores that service towns and local areas may be preferred in various countries [3]. Yet, as towns grow in size across the globe, mass-market merchants may embrace the chance of founding their businesses in such areas. Although independent retailers are an important element of the economic system in the US, in recent years mass-market retailers have established themselves as the nation's main marketers of goods for customers. Customers who seek to incorporate multiple sorts of buys into one visit to a shop benefit from the emphasis on a large selection of items at reduced prices in one area [4]. Due to their purchasing power in quantity, mass-market merchants are generally able to offer things at cheaper costs than small, individual stores. It's due to the number of items moved via mass-market companies' routes vs privately-held stores that might have just a single store. In addition, every mass-market retailer may be substantially bigger than average and offer substantially greater quantity than any privately held store. One approach for mass-market merchants to compete against one another is via a mix of products [5]. These may be distinct brand products sold by a mass-market shop that cannot be accessible to competing vendors. The breadth and cost-effectiveness of operating on such an enormous scale are the primary benefits when marketing to and servicing the general consumer. Advertisements aired by the media could reach thousands of people in one broadcast, and efficiencies of magnitude make mass distribution less expensive than localized distribution. Notwithstanding their benefits, mass marketplaces have a severe flaw. Marketing or delivering specialized items for distinct market groups in the broad market may be prohibitively costly in terms of effect. A large broadcast network advertising for financial services, for example, may be an immense waste of cash as almost all of the network visitors are not individuals wishing to incorporate their firms. According to Communication Expert the Group, mass advertising often fails to provide the individualized experiences that consumers now demand [6]. Overseeing differing qualities has long been of intrigue to administration analysts and specialists and the trade case for differing workforces, for case, remains a central point of talk. Even though the trade case has been progressively critiqued by scholastics, for an assortment of reasons it remains a persevering account that numerous companies have marked up to. Without a doubt, the fruitful administration of differing bunches is connected to a changed extent of commercial benefits, for illustration having to get to a more extensive number of buyer markets; being able to reply to an assortment of demographic trends; and making the foremost of an assorted extend of gifted people within the working environment. As analysts propose, the administration of differences and incorporation are progressively respected as key to the vital plan of a company since of the driving force of the commerce case. analyst dissects the talks that have characterized and formed the differing qualities talked about amid the final 40 long times. They note how while it may have been imperative to conversation almost rise to openings, it got to be more elegant to conversation almost the management of differences and the supporting trade case for its movement. In any case, there's proof presently of a move towards a talk of incorporation. analyst highlights how a talk of consideration has been broadly embraced over the US, particularly by professionals, which as a result in a few ranges, counting the UK, is getting to be a more well-known way of framing these wrangles about than that of differing qualities. Be that as it may, despite the ubiquity of this talk in a few quarters there's less inquiry that has specifically tended to incorporation and how companies can effectively encourage staff to feel.

2. LITERATURE REVIEW

2.1 Meaning of Mass-Market Retailers:

The term mass market refers to an expansive, undifferentiated advertising of shoppers with broadly shifted foundations. Items and administrations required by nearly every part of society

are suited for the mass showcase. Such things as electric and gas utilities, cleaners, paper towels, and gasoline, for illustration, can be publicized and sold to nearly anybody, making them mass advertise products. Law *et al.* [7] study explores the nexus between visual marketing components and customer emotional reactions, with a center on function-oriented insinuate attire in different Hong Kong-based retailers. Utilizing a subjective approach and grounded hypothesis technique, the ponder locks in 64 Hong Kong Chinese female buyers aged 25 to 35 through eight center interviews. Two points of view develop within the assessment of visual store shows utilitarian angles, tending to consumers' commonsense needs, and hedonic angles, where female symbolism administers translation. The consideration uncovers that the want for gentility guides shopper evaluations, and components emphasizing female sexuality may trigger negative emotional reactions, affecting buy eagerly. This inquiries about presents a new viewpoint by considering tasteful, typical, and social discernments of insinuate attire, improving understanding of barometrical administration, and recognizing the impact of Eastern values on shopper reactions. The ponder emphasizes the need to move past personal visual marketing components and considers the inborn nature and typical meaning of the item.

Lennon *et al.* [8] study made open through an Emerald membership, investigates the relationship between visual promoting components and buyers full of feeling reactions, centering on hint attire. The consider, conducted in Hong Kong with Chinese female shoppers aged 25 to 35, offers an interesting viewpoint on visual marketing over different insinuate attire retailers. Utilizing a subjective approach and grounded hypothesis strategy in eight center bunch interviews with 64 members, the discoveries uncover two assessment measurements: utilitarian viewpoints tending to viable needs, and hedonic viewpoints where the seen female picture shapes elucidation. Strikingly, components emphasizing female sexuality in visual shows may trigger negative full of feeling reactions, impacting buy eagerly. The investigation contributes unique experiences by considering the tasteful, typical, and social recognition of function-oriented items, challenging Western-centric speculations, and pointing to an improved understanding of barometrical administration through the joining of Eastern values.

2.2 Mass marketing history:

Industries have historically serviced fairly narrow geographical areas across historical. The size of a company's market focus was often restricted to a variety of the entrepreneur's methods of transportation. Innovations in modes of transport, such as trains and vehicles, provided the entrance for widespread retailer marketing in the second half of the nineteenth century. Radio broadcasting in the 1920s enabled businesses to convey promotional messages to vast, heterogeneous consumers all at once, providing rise to the broad market idea and the initial modern marketing tactics.

Sheth and Parvatiyar [9] described that marketing is developing as an unused marvel. In any case, relationship-arranged research hones dates back to the pre-industrial period. Authors follow the history of promoting hones and outline how the coming of mass generation, the rise of brokers, and the partition of the maker from the shopper within the Mechanical time driven to a value-based center of research. Presently, due to innovative progress, coordinated research is organizing a comeback, driving a relationship introduction. The creators argue that with the advancement of Relationship marketing, up to this point unmistakable trade worldview of research will be inadequate to clarify the developing research marvels of collaborative involvement of clients within the production preparation. An alternate paradigm of promoting has to be developed that's more handled instead of result-situated and emphasizes esteem creation instead of esteem dispersion. Gummesson *et al.* [10] research is based on archives and the authors' self-lived history and current association Northern European researchers, particularly from Finland and Sweden, have felt free to plan their claim hypothesis, at the same time collaborating globally. Commitments incorporate an early caution to administrations and

business-to-business (B2B) research being ignored; disappointment with benefit quality; that the benefit economy is more than the benefit segment; and the knowledge that relationship promoting and many-to-many organized research superior speak to benefit reality. A novel benefit rationale abandoning the divisive goods/services, B2B/B2C (business-to-consumer), and supplier/customer categories, based on commonalities and interdependencies is arriving. Nordic School strategy is characterized by acceptance, case considers inquire about, and hypothesis era, to superior address complexity and uncertainty in support of legitimacy and pertinence. Within the 2000s, the amalgamation given by service-dominant (S-D) rationale, IBM's benefit science, and arrange and frameworks hypothesis have motivated an energetic universal discourse. The authority of the research administration of mass-manufactured buyer products was challenged when administrations entered the research motivation within the 1970s. During the 1980s and 1990s, the contrasts been merchandise research and benefit research were investigated, and the understanding of connections, systems, and interactions was created. It steadily laid the ground for the coordinate's goods/services approach that's presently the major challenge for benefit researchers and specialists alike. It is terrible on the off chance that improvements in research within the USA are seen as a widespread standard for research. By examining commitments from numerous societies and countries in other nations the paper improves the understanding of the differences of promoting. This article presents such a case from Northern Europe.

F. beard's [11] research points to auditing and summarizing Sincere Elmo Calkins's work, "The Commerce of Publicizing," while assessing its standing as a possibly neglected classic in research writing. Conducting a systematic investigation, the paper places Calkins's book in its chronicled setting, emphasizing its centrality amid an urgent period of mass research and national brand publicizing. The discoveries emphasize the esteem of Calkins's work as an essential source for promoting and publicizing history specialists, especially those curious about industry structures and connections. As a pioneer in advanced publicizing office improvement, Calkins's points of view on research inquiry about, campaign arranging, branding, message methodology, and imagination foreshadowed late-twentieth-century approaches and stayed germane. This appraisal contributes unique experiences, shedding light on an overlooked classic that, despite accepting restricted consideration upon its 1915 distribution, offers persevering significance in understanding the advancement of promoting hones. Sheth *et al.* [9] described that the relationship Marketing is rising as an unused marvel. Be that as it may, relationship-situated promoting hones date back to the pre-industrial time. In this article, we follow the history of research hones and outline how the appearance of mass generation, the development of brokers, and the partition of the maker from the shopper within the Mechanical period driven to a value-based center of promoting. Presently, due to mechanical progress, coordinated research is organizing a comeback, driving a relationship introduction. The creators fight that with the advancement of Relationship Marketing, the up to this point unmistakable trade worldview of promoting will be inadequate to clarify the developing research marvels of collaborative involvement of clients within the production handle. An alternate paradigm of promoting should be developed that's more prepared instead of outcome-situated and emphasizes esteem creation instead of esteem dissemination.

2.3 Mass marketing types:

Companies may use several channels to get out to the general public with commercials. As previously said, radio is the earliest mass market media. Television swiftly established itself as a popular medium preferred for a wide range of enterprises. Television was the most successful medium to connect with general consumers till technological advancements and internet access changed the rules at the start of the century. Magazines are another classic popular media,

though they aren't as successful as TV or radio because of the localized or biased character of particular publications. The advent of the electronic age transformed the marketing approach.

Rachmawati *et al.* [12] described that within the computerized age, the internet's impact on mass media has reshaped radio through mechanical progressions. This article investigates how nearby radio stations in Yogyakarta adjust their coordinates marketing communication (IMC) techniques within the advancing advanced scene. Employing a case-consider approach with in-depth interviews and perception, the investigation uncovers that radio research communication methodologies join different special instruments with advanced adjustments. Taking Swaragama FM Radio as a case, the think about recognizing key IMC methodologies Defining Division, focusing on, and situating adjusted with the radio's character, Coordination Promoting and Coordinate Research, Optimizing Deals Advancement and Individual Offering, Reinforcing Branding through Open Relations, and Building group of onlooker's interaction through social media Promoting. This inquiries about underscores how radio stations use computerized apparatuses to stay competitive, emphasizing the significance of adjusting IMC methodologies to the energetic computerized environment.

Olson *et al.* [13] described that the characteristics of the promoting organization and their relationship with procedure usage have been the center of impressive investigation over the past three decades. These characteristics incorporate the promoting organization's structure, culture, forms, impact, and administration, among others. Be that as it may, small consideration has been paid to human asset administration arrangements for the research workforce. These arrangements, when legitimately executed, are among the most grounded inspirations for suitable person and organizational behavior. Firms whose trade and research techniques adjust illustrated essentially more grounded generally firm execution scores than those whose trade and promoting procedures don't adjust.

Riddell *et al.* [14] described that the social standards and visual plan inside mediation advancement of this sort, are constrained concerning interventions' social research blend or visual plan. As a portion of a precise survey, mediation substance was surveyed utilizing social research hypothesis and social semiotics. Information was extricated on the nature of the mediation, mode of conveyance, utilization of symbolism, substance, and tone, and the eight key characteristics of social promoting. Information was incorporated narratively. Over the 19 included ponders, reference to social promoting standards was regularly shallow. Common plan highlights were recognized over the mediations, in any case of adequacy, counting: the utilization of performing artists deduced; utilization of 'naked' and sexually express symbolism; and the utilization of content surrounded as explanations or enlightening. Our conclusion proposes that compelling mediations tended to utilize different modes of conveyance, showing tall social research complexity. Be that as it may, usually as it were portion of mediation improvement, and social promoting standards are key to driving the improvement handle. We distinguished steady angles of intercession design but were incapable of deciding whether typically based on proof of adequacy or a need for creativity in intercession plan. An openness to novel thoughts in plan and conveyance is key to guaranteeing that evidence-informed intercessions are compelling for target populaces.

2.4 Advantages and disadvantages of mass marketing:

Schoenbahler *et al.* [15] described that as shopper marketers have ended up progressively upset with conventional "shotgun" mass-media approaches to coming to clients, database research has risen as the reply to marketers' burdens. Despite its far-reaching utilization by coordinate marketers, database research is generally modern to buyer marketers and, as such, takes off a few customer marketers befuddled as to why it works and how to execute a database program. Presents an authoritatively pertinent presentation to database promoting. Characterizes

database research traces its focal points and impediments, and portrays application cases. Gives directors a down-to-earth approach to creating a database research program. Surveys a few patterns in database promoting to prepare the buyer advertiser for changes within the database promoting program.

Shruthi and Ramu [16] described that India's broadcast communications advertise has surged, making it the biggest universally, generally driven by the booming portable economy, subsequently contributing essentially to the country's GDP. An urgent move happened with the presentation of Dependence Jio by the Dependence Bunch, disturbing the industry scene. Jio's vision was to create broadband a need, not an extravagance, apparent in its starting three months of free administrations, counting SIM cards and voice calls. Focusing on reasonableness for all sections, Jio's compelling duty plans and free 4G administrations rapidly gathered mass ubiquity, building up a solid brand picture. Despite starting misfortunes, Jio's key promoting approach and furious competition managed a blow to other telecom suppliers. Confronting challenges, changes, and rectifications set Jio's position, drawing in more faithful clients. This consideration, conducted through a study survey strategy, records the societal effect and evaluates the focal points and drawbacks of Dependence Jio, advertising experiences into its exceptional impact.

Bharathi *et al.* [17] described that Ayurveda is a comprehensive therapeutic approach based on centuries-old wisdom that emphasizes preserving life's equilibrium and illness prevention. Fundamental literature is the Charaka Samhita, Sushruta Samhita, and Ashtanga Hrudaya. The Himalayan organization, established in 1930, separates amongst Naturopathic firms. Himalaya's assets, flaws, prospects, and difficulties are examined in this in-depth inquiry. The research investigates Himalaya's health products, advertising methods, and advertising mix using additional information from multiple sources. Particularly, the firm uses Liquid Chromatography-Mass Spectrometry in its manufacturing and works with Snapdeal to accommodate rising demand. My Lakshya is an initiative that tries to overcome professional barriers. The study adds to Himalaya's product line, marketing plan, and overall evaluation, providing unique views on this well-known Ayurveda brand.

3. DISCUSSION

Mass marketing may be a research methodology in which a trade aims to offer the same item to the total market and pull in as numerous clients as conceivable through a single research program. It is additionally called undifferentiated promoting. Mass marketing does not partition the bigger advertising as a section or specialty research does, instead, it targets the entire advertising notwithstanding contrasts in customers' tastes, references, demography, acquiring behavior, etc. Hence, it is called undifferentiated research. Undifferentiated research accepts that the larger part of the clients share common characteristics, so it is successful to offer the same item to all of them. This research approach is generally connected to huge companies that create colossal amounts and point to target bigger markets [18]. Embracing this promotion, companies do mass generation, mass advancement, and mass dissemination and gain benefits through an expanded number of deals.

3.1 Mass marketing features:

Mass marketing is one of the levels of the showcase division. Mass marketing does not center on a little fragment of the bigger market as other promoting such as fragment research. Instead, it centers on the bigger market shown in Figure 1. It points to capture as numerous markets as conceivable. Companies as a rule receive undifferentiated marketing for ordinary items whose cost is reasonable. For illustration, promoting cleansers, toothpaste, and other typical items customers commonly utilize. And, it addresses the common prerequisites of individuals.

Promoting firms embracing this methodology are included in mass generation. They point to urge generation proficiency and economies of scale. The tall levels of generation empower companies to offer items at lower costs. Companies embracing this procedure gain benefits through the number of deals [19]. The higher the number of deals will be the higher benefit the company will create and bad habit versa. For mass research, companies utilize several mediums to reach an endless number of clients such as social media, TV promotions, radio notices, daily papers, magazines, etc.

Figure 1: Representing the overview of mass marketing.

3.2 Mass marketing Site selection:

The city of Raipur, a smaller town with a slow-moving and relatively laid-back lifestyle is an escape from the busy and fast-moving life of Mumbai. In a city like Mumbai, most live in apartments in nuclear families. In contrast, Raipur is a city where the culture of living with families and extended families is prevalent. Such a drastic change in the culture and values, for once, almost puts you in a cultural shock. Belonging to a family of 50 members staying under the same roof teaches one to accept and embrace each other's differences. One can't be oblivious to the realization that there can be harmony in diversity. As a designer, this instills in your mind the concept of inclusivity which is what this thesis aims to convey.

Raipur, with a population of 15 lakh individuals is layered with cultural and social histories. The city is becoming more diverse, which is associated with migration, different lifestyles within and between groups, and spatial segregation in terms of ethnicity and socio-economic variables. It is home to one of India's largest and most important steel markets, as well as one of the country's most important industrial centers. It is the capital of Chhattisgarh and as such, While popular belief holds that there isn't much to see and do in this city, the truth is that, apart from the steel and coal industries, Raipur has a plethora of tourist attractions. Today, in the modern world, while the city is reaching new heights of Western civilization by building malls, multiplexes, and five-star hotels, numerous temples have also been built under ancient designs but with a modern architectural twist. Ram Mandir, Jagannath Mandir, and Hanuman Mandir are a few examples of such structures that have been built in Raipur in recent years. Naya Raipur is a satellite city of Raipur situated approximately 17 kilometers southeast of the current

capital Raipur. Raipur's international airport connects the old and new cities. After Jamshedpur (Jharkhand), Bhubaneshwar, Gandhinagar, Chandigarh, and Navi Mumbai, it is India's sixth planned city and fourth among the capital cities. According to a report in India Today, New Raipur has become the world's first integrated city, and will soon be designated as India's first smart city. At the moment, it is India's only city with LED street lights. Two iconic tourist destinations, Purkhouti Mukatangan and Jungle Safari in New Raipur have already begun to draw visitors from all over the world. Raipur, as a district, is very close to the author's heart. People in this town are very open-minded to new thought processes and concepts, which opens their world to new perspectives and therefore allows them to embrace a new approach to things that would otherwise be incredibly dull and streamlined. This also gives rise to thoughtfully designed stores and spaces, such as Chaarpai, which is more than just a store and knows how to engage its audience in an extremely interactive manner by holding workshops and events that include all types of people and are very inclusive. This is the reason Raipur presents an exciting opportunity to dive into inclusive design in mass retail due to the acceptance of new experiences in society.

3.3 A first-hand understanding:

On March 4, 2010, Saniya, was heading to her friend Krish's house in Nashik along with Ram and Maya in two different cars. After driving for a few minutes, Ram thought he heard a gunshot and slowed down to investigate. As he scanned the scene he saw a large tree falling over Saniya's car. He honked and rolled down the window and shouted, "Stop!" But the warning was too late. Saniya was crippled from the waist down after her car was hit by a 5,000-pound tree. When she returned home from the hospital in a manual wheelchair after her spinal cord injury, she noticed how her two-story home amplified her disability. She realized she needed to sell this house and find something more suitable. She hired an architect in September 2015 to design the house plans for her new home. She experienced a steep learning curve as she prepared to create this house. She put together a team of interior designers to help her with the process. Since the 1980s, architects, interior designers, and other design and construction practitioners have adopted the idea of universal design. It is a framework for the design of living and working spaces, as well as products, that benefit the greatest number of people in the greatest number of situations, without requiring special or unique design. Universal design is human-centered design, accommodating people of all sizes, ages, and abilities. Saniya has a unique perspective since living in the new house while using a wheelchair for the past five years. She's discovered the value of space design and how minor variations in the width of a door, the height of a threshold, or the slope of a ramp can affect a person's independence. She has had the pleasure of rolling on hardwood and tile flooring. She no longer has sore shoulders from rolling on the carpet in their former home. Grabbing bars in the toileting area and shower have stopped her from falling and have made transfers smoother.

Recognizing that we all have a chance of becoming disabled is a good place to start. We may lose our perfect vision, hearing, or mobility as a result of aging, illness, or unfortunate accidents. We have an opportunity to redefine disability in today's knowledge economy if we design with empathy. Exclusion of any kind isolates people from social relationships and limits their ability to fully participate in the activities assigned to them by society based on norms and conventions. Every innovation we support begins with a simple attempt to solve a problem. Originally, audiobooks were designed for the visually impaired. Another application is how a fully capable person uses it today to make their commute more productive. Designing solutions based on a broader problem statement will only aid in the development of better environments. That is what designing for inclusion truly entails. Despite recent improvements in our country, disabled people and their families face isolation and exclusion and remain on the periphery of society. Several barriers stand in the way of their connectivity into the mainstream. Obstacles

ranging from architectural to technological to financial, hinder their integration. Even though one in every ten people has a disability, there is still an 'embarrassment factor' among the non-disabled when they become self-conscious and awkward in the presence of a disabled person.

3.4 Inclusive Design:

"The world is your oyster," are words we all like to live by, but how can the same world be portrayed as an "oyster" for seven billion people with significantly different backgrounds in all possible combinations? Surprisingly, it is diversity that allows for survival and unites the world together. "Inclusive" design refers to any space that can be used by all possible user groups in that particular context. The way places are designed affects our ability to move, see, hear, and communicate effectively. As a result, the primary goal of truly inclusive design is to make these spaces as barrier-free and user-friendly as possible. In addition, inclusive spaces have the potential to enable and empower users It is a design philosophy that recognises and celebrates people's differences shown in Figure 2. We are constantly designing for a world in which people speak different languages and come from different backgrounds. People's limitations in terms of what they can easily see, understand, and recognize vary.
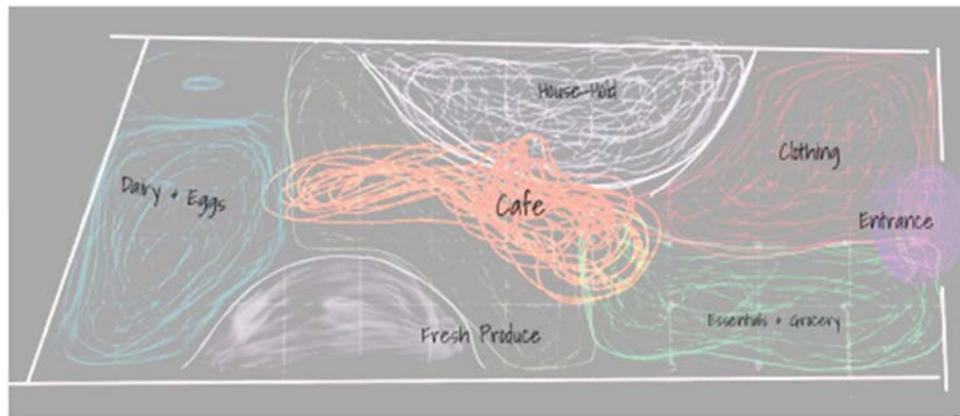
Figure 2: Representing the Design development of the site for the market.

3.5 Design development:

In the current situation, mass retail stores do not cater to the needs of the differently abled; thus, improving accessibility for the majority of them is critical. These retail stores adhere to a long-outdated boring design of four walls, endless racks, and a monotonous shopping experience. This inspired the development of a more innovative and interactive design to make every shopping experience an enjoyable moment. Raipur as a city is growing and attracting a large number of visitors, also intending to cater to the needs of a diverse range of differently-abled individuals. To resolve this issue, the design intends to investigate and comprehend the various approaches that different humans take when approaching products, movements in space, shapes, colors, and textures, and the emotions evoked by the space.

3.6 Design Strategy:

Making art has a way of eliciting raw emotion. It has the power to make you happy or sad. It can entice or repel you. It has the power to either calm or enrage you. It has its language. It allows you to see and experience the world around you in a new light. It causes you to pause and notice things you've never seen before, like a lover gazing at the full moon. It can transform and even heal [20].

The pure joy of life, the whole universe at your fingertips and in your mind. It is a pleasure to see the emergence of a world in front of you. Talking about design, one of the first things that

comes to mind is usually creating a piece of artwork. It naturally arouses something in the mind, whether it is excitement, awe, anger, or boredom. The canvas represents a liberation from laws and restrictive constraints shown in Figure 3. This allows me to explore my ideas and create a picture that one can step into at any moment and see things differently. It's like a waking dream in that you really can visit at any moment.

Figure 3: Representing the different types of Design Strategy.

4. CONCLUSION

Mass marketing can be a great alternative for businesses that are attempting to reach a wide audience with a message that's significant to everybody. Be that as it may, it may be less compelling in driving engagement and deals among particular sections of the target group of onlookers. Generally, a culminating conclusion in showcasing ought to give experiences in the worldwide sports industry, the effect of innovation, and the control of brand management in transcending local markets. It should also consider the future of the industry and the importance of beat marketing procedures.

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CHAPTER 10

AN ANALYSIS OF THE ART OF SOCIAL CHANGES

Prof. Mahi Khare, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- mahi@isdi.in

ABSTRACT:

The Art of Social Change encompasses a multifaceted and dynamic process that involves deliberate efforts to transform societal structures, norms, and attitudes. At its core, it is a nuanced interplay of activism, advocacy, and collective action aimed at fostering positive and sustainable transformations in communities. This intricate artistry involves the strategic use of various tools such as communication, education, and mobilization to bring about shifts in public consciousness. Social change artists recognize the power of narratives and storytelling in shaping perceptions and challenging ingrained beliefs, employing these elements as catalysts for fostering empathy and understanding. Collaboration and coalition-building emerge as critical components, as diverse voices and perspectives converge to amplify the impact of their collective efforts. The canvas of social change is painted with the colors of inclusivity, justice, and equity, as activists strive to dismantle systemic barriers and address deep-rooted inequalities. Innovation plays a pivotal role, with social change artists leveraging technology and creative methodologies to engage and mobilize broader audiences. Flexibility and adaptability are essential traits, as the landscape of social issues is ever-evolving, requiring continuous assessment and recalibration of strategies. The artistry of social change also demands resilience in the face of adversity, as societal shifts often encounter resistance from entrenched interests. Ultimately, the Art of Social Change is a dynamic and ongoing process that recognizes the power of collective agency, acknowledging that the pursuit of a more just and equitable society requires a sustained commitment to creativity, collaboration, and the continuous evolution of strategies.

KEYWORDS:

Art Social, Absence Larger, Exhibition Design, Larger Vision, Social Insists.

1. INTRODUCTION

The Art of Social Change is a dynamic and multifaceted concept that encapsulates the myriad ways in which individuals, communities, and societies engage in transformative processes to bring about positive shifts in their social, political, economic, and cultural landscapes. Rooted in the fundamental belief that art can serve as a powerful catalyst for societal progress, this paradigm recognizes the capacity of creative expression to challenge norms, inspire critical thinking, and foster a collective consciousness that propels meaningful change [1]. At its core, the Art of Social Change embodies the fusion of artistic endeavors with a commitment to addressing pressing social issues, aiming to dismantle systemic injustices and forge a more equitable and inclusive world. As we embark on a journey through the evolving tapestry of social change, we explore the interconnectedness of art, activism, and advocacy in shaping the contours of contemporary society [2].

The canvas of social change is vast and complex, reflecting the intricate interplay between various factors such as politics, technology, globalization, and the ever-shifting dynamics of human relationships. In this tapestry, artists emerge as architects of transformation, wielding their creativity as a tool for introspection and societal critique [3]. The brushstrokes of change are painted with diverse mediums – from visual arts and literature to music, theater, and film. Each stroke contributes to the narrative of societal evolution, challenging ingrained perceptions and provoking conversations that transcend traditional boundaries [4]. The Art of Social Change, therefore, becomes a collective endeavor that draws inspiration from the rich history of artistic movements that have sought to redefine the status quo and pave the way for a more just and compassionate world [5]. In the realm of visual arts, the power of the image becomes a potent force for social commentary [6]. Artists such as Frida Kahlo, Banksy, and Ai Weiwei have harnessed visual language to convey profound messages about identity, power structures, and human rights. Their works serve as mirrors reflecting the social realities of their times, prompting viewers to confront uncomfortable truths and question established norms [7]. Similarly, literature becomes a vehicle for narrative activism, with authors like Chimamanda

Ngozi Adichie, Arundhati Roy, and James Baldwin crafting stories that challenge prevailing ideologies and illuminate the diverse facets of the human experience [8]. Through the written word, these authors amplify marginalized voices and contribute to the ongoing discourse on justice, equality, and human rights [9]. Figure 1 Nelson-Atkins Museum of Art.

Figure 1: Illustration of the Nelson-Atkins Museum of Art [10]

The stage and screen also serve as powerful platforms for the Art of Social Change. Theater productions and films can both mirror and shape societal perceptions, fostering empathy and understanding. Productions like "The Laramie Project" and "A Raisin in the Sun" have tackled issues of discrimination, prejudice, and the quest for equality, stirring audiences to reflect on their own biases and prejudices. In the cinematic realm, documentaries such as "13th" and "An Inconvenient Truth" have not only informed but mobilized audiences to take action against systemic injustices and environmental degradation [11]. Through the convergence of storytelling and performance, these artistic mediums become catalysts for dialogue and activism. The digital age has ushered in new dimensions for the Art of Social Change, providing a global stage for activism and connectivity [12]. Social media platforms, online art exhibitions, and virtual performances enable artists to reach audiences on a scale previously unimaginable. Movements like #BlackLivesMatter and #MeToo have harnessed the power of social media to amplify marginalized voices, mobilize communities, and hold institutions accountable. The democratization of information through technology has empowered individuals to become agents of change, breaking down barriers and fostering a sense of global solidarity. The intersection of art and technology becomes a transformative space where innovation and activism converge to shape the future of social change [13].

Integral to the Art of Social Change is the notion of intersectionality, recognizing that social issues are often interconnected and cannot be addressed in isolation. Activists and artists alike embrace the complexity of human experiences, acknowledging the intersection of race, gender, class, sexuality, and other identities [14]. Through intersectional perspectives, the Art of Social Change seeks to dismantle systems of oppression that disproportionately affect marginalized communities. Artists who incorporate intersectionality into their work challenge the prevailing narrative, creating a more nuanced and inclusive discourse that reflects the diversity of human experiences. While the Art of Social Change encompasses a myriad of creative expressions, its overarching goal is to inspire action and foster a sense of agency among individuals. Art becomes a call to arms, inviting audiences to engage critically with the world around them and actively participate in the process of change. The transformative power of art lies not only in its ability to depict the human condition but also in its capacity to incite empathy, solidarity, and a shared commitment to justice. In this sense, the Art of Social Change becomes a collaborative effort that transcends individual artistic pursuits, uniting creators and audiences in a shared vision for a more equitable and compassionate society [15].

As we navigate the complexities of the 21st century, the Art of Social Change stands as a beacon of hope and resilience. In a world grappling with persistent inequality, environmental crises, and political turmoil, art emerges as a lifeline that connects us to our shared humanity. Whether through the strokes of a paintbrush, the resonance of a poem, or the cadence of a protest song, the Art of Social Change reminds us of the transformative potential that resides within each of us. It calls on us to recognize our agency as both creators and consumers of culture, urging us to contribute to the ongoing narrative of societal evolution. As we embrace the artistry of change, we embark on a collective journey towards a more just, inclusive, and compassionate world – a world where the beauty of social transformation is painted on the canvas of our shared humanity.

2. LITERATURE REVIEW

Safier et al. [16] study focuses on promoting change in response to racial inequities such as mass incarceration, racial discrimination, and social inequality in health and education. By considering AFSC philanthropy in the context of various expressions of national neoliberalism, this study raises questions about its emergence and growing fascination. Focusing on Canada, I argue that "success" in artistic philanthropy is the result of many neoliberal political, economic, and developmental needs that have led to the same community and their artistic practices compared to capital that is mostly white and attractive to white people. A strong basis for punishing the poor for material discrimination is also important. Through exposition, I show how today's approach to AFSC funding is and has expanded, particularly approaches that use "business-like" strategies, goals, and tools to achieve social change while following the "racist" ideological underpinnings of AFSC philanthropy. This neoliberal hatred ultimately leads to a negative phenomenon that I call "neoliberal hate charity." Along with neoliberal notions of race on charity, this article not only highlights race in the existing mainstream literature on the economics of charity but also highlights how institutional responses to racial injustice can reinforce racial discrimination. Eliminate inequality in programs and policies that appear "transnational."

Yassi et al. [17] study focuses on addition to the ethical processes involved in research, researchers in many fields are also aware of the emerging complexities of modern ethics. As ethical standards for research in low- and middle-income countries and indigenous communities are developed, many organizations are partnering with commercial researchers to review medical practices. Promoting social change raises ethical issues that are not yet clear. to work. Our research team has embarked on a five-year work on art for social change,

involving health researchers, healthcare, education, and key scientists, as well as artists and social workers. With funding from the Social Sciences and Humanities Research Council of Canada, we work with six universities, more than forty community partners, and five major programs: Dance for Patients, Parkinson's Disease, Refugee Arts, Youth Circus, disability arts, and interactive art. These lessons have been compiled into 12 key takeaways that we have divided into three groups.

E. Strother et al. [18] study focuses on It is a major force in promoting art as a concept of social change and is supported by hundreds of international organizations, international banks, and the United Nations Millennium Development Goals. Based largely on awareness and inspired by the work of the Venezuelan youth orchestra El Sistema, the movement believes that education can objectively help reduce and fight poverty by promoting unity, cooperation, academic achievement, and self-confidence.

This study examines how economics influences the use of public art projects, unlike most studies on the subject, which often assume collaborative actors bring about social change through international processes. Comparison with the social mission of youth orchestras shows the scope and intensity of government control, social welfare control, and public competition. The budget affects social goals, daily operations, progress points, and public research. Education system of Venezuela (1974-2015) and Chile (1964-2015). Policymakers, experts, and experts therefore need to rethink how to improve the education system. Future international initiatives to reduce inequality should refrain from over-stamping. With policy implications, this essay presents a novel Arts for Social Change Context Framework that centers analysis around input factors.

P. Frasher et al. [19] study focuses on using Art for Social Change Research Project I aim to research the art history of artists known for their contributions to social change. We went out and had some personal and intimate conversations with artists, many of whom I have worked with before, including on the film Flick Harrison. Using the knowledge gained from these activities to achieve a state or situation that did not exist before is the means of implementation. The research for this digital video emerged from a conversation with filmmaker, actor, and artist Steven Hill. We aim to disrupt the conference by moving away from traditional scientific discussions by introducing visual interventions and highlighting ideas in a visual context. The program itself has become a research center.

This article clearly articulates the researcher's intent in providing a field of visual activity that complements Steven Hill's theory of the concept of framing, as well as what predetermines the framing we bring to artistic endeavors "for" change. The main question guiding the meeting comes from Hannah Arendt's (1954) theory of the past and future of youth education.

D. Roshen et al. [20] study focuses on Marcel Duchamp's effectively pioneering the idea of creation as dynamic systems, redefining art from the perspective of static objects towards the idea of interactive objects, observers, and time. Poincare had a great influence in the 1910s. Since then, complex systems theory has advanced our understanding of the innovation process in all arts. Since interactive art installation is a complex experience, it is the subject of this study. In particular, the so-called "participatory audience" is suggested to represent creativity through intellectual-emotional and often physical means in a high-level configuration, from thought and uncertainty (entropy) to the evolution of sexual micro stability (divergence). to the self-organization of a new understanding or thought (revelation). Potential areas of opportunity to undergo an experience or a particular art form are evaluated according to their ability to foster the expansion of the individual, the community, and a tour.

3. RESULT & DISCUSSION

3.1 Art of Social Changes of Tourism and visitors' irresponsible behavior:

The intersection between the Art of Social Change and tourism unveils a complex tapestry where the impact of visitors' behavior becomes a canvas for reflection and transformation. As the global tourism industry burgeons, the repercussions of travelers' actions on local communities, cultures, and environments have become increasingly evident. The irresponsible behavior of tourists has emerged as a critical focal point, demanding a nuanced exploration within the realm of the Art of Social Change. Tourism, often celebrated for fostering cross-cultural understanding and economic growth, can paradoxically become a catalyst for social and environmental degradation when visitors engage in irresponsible practices. The pristine landscapes that draw tourists in can be marred by litter, pollution, and over-exploitation. Cultural sites, once revered for their historical significance, can be reduced to mere backdrops for inappropriate behavior and disrespect. The Art of Social Change in this context involves challenging and transforming the mindset of travelers, encouraging responsible tourism that respects local communities and preserves the integrity of destinations.

Artistic expressions play a pivotal role in highlighting the impacts of irresponsible tourism, provoking introspection, and inspiring behavioral change. Visual artists capture the stark reality of over-touristed destinations through paintings and photography, depicting crowded landmarks and polluted landscapes. These visual narratives serve as a mirror, reflecting the consequences of unchecked tourism and urging viewers to consider their role in the larger picture. The Art of Social Change in this sphere becomes a visual call to action, imploring travelers to reassess their choices and adopt more sustainable and respectful practices. Literature, too, becomes a vessel for exploring the intricate dynamics between tourism and social responsibility. Writers weave narratives that delve into the lives of locals affected by the influx of tourists, shedding light on the challenges they face and the cultural erosion that can occur. Thought-provoking novels and essays encourage readers to confront the ethical dilemmas associated with travel and to question the long-term implications of their wanderlust. Through the written word, the Art of Social Change stimulates a collective dialogue on responsible tourism, emphasizing the importance of fostering mutual respect between visitors and host communities.

Performative arts, including theater and dance, offer unique avenues to engage audiences in a visceral exploration of the impacts of irresponsible tourism. Productions can dramatize the clashes between tradition and modernity, the tensions arising from cultural commodification, and the struggles of communities grappling with the unintended consequences of mass tourism. By bringing these issues to life on stage, artists provoke empathy and understanding, compelling spectators to reevaluate their travel behaviors and consider the broader implications of their choices. In the age of social media, digital art has become a powerful tool for advocacy in the realm of responsible tourism. Infographics, animations, and online campaigns can disseminate information about the ecological and cultural impacts of irresponsible behavior, reaching a global audience and fostering awareness. Social media platforms become virtual galleries where the Art of Social Change manifests in the form of shareable content, encouraging a collective shift towards conscious travel choices.

Crucially, the Art of Social Change in the context of tourism transcends individual expressions to become a collaborative effort between artists, activists, local communities, and travelers. Initiatives that promote responsible tourism, such as ethical travel organizations and community-driven projects, embody the collective nature of this artistic endeavor. Through collaboration, these initiatives strive to redefine the narrative of tourism, emphasizing sustainability, cultural sensitivity, and environmental stewardship. As we navigate the evolving

landscape of global travel, the Art of Social Change beckons us to reimagine our roles as tourists and advocates for responsible exploration. By harnessing the transformative power of art, we can elevate awareness, inspire reflection, and cultivate a shared commitment to preserving the beauty and diversity of our world. The canvas of responsible tourism awaits the brushstrokes of change, inviting us to contribute to a narrative where the artistry lies in the harmony between exploration and preservation, between the thrill of discovery and the responsibility of stewardship.

3.2 Art of Social Changes absence of the larger vision:

The Art of Social Change, while a powerful force in shaping societal narratives and challenging established norms, often grapples with the absence of a larger, cohesive vision. In the intricate tapestry of activism and artistic expression, the absence of a unified and comprehensive perspective can hinder the effectiveness of these endeavors. This dearth of a larger vision manifests in several ways, including fragmented movements, limited long-term impact, and a struggle to address the root causes of systemic issues. One of the challenges within the Art of Social Change lies in the fragmentation of movements and causes. Activists and artists may rally around specific issues, championing causes that resonate with their individual experiences or concerns. While this specialization can bring attention to specific injustices, it also creates a landscape of disparate efforts. The absence of a larger vision that connects these various causes can result in a lack of synergy and collaboration, ultimately diluting the collective impact that could be achieved through a more unified approach. Without a broader framework that weaves together the threads of different movements, there is a risk of the Art of Social Change becoming a series of isolated endeavors rather than a cohesive force for transformative societal shifts.

Furthermore, the absence of a larger vision can contribute to a focus on short-term gains rather than sustained, systemic change. Activism and artistic expression often respond to immediate issues and crises, generating momentum in the face of pressing challenges. However, without a comprehensive vision that addresses the underlying structures of inequality, discrimination, and oppression, the impact of these efforts may be limited to surface-level changes. A broader perspective that encompasses long-term goals and strategies is essential for the Art of Social Change to transcend reactive responses and make enduring contributions to societal transformation. Moreover, the lack of a comprehensive vision may fail to address the root causes of systemic issues. Activists and artists may excel at highlighting symptoms of societal problems, but without a larger understanding of the interconnected nature of these issues, efforts can fall short of creating lasting change. For example, addressing racial injustice may involve not only challenging discriminatory policies but also dismantling deeply ingrained societal attitudes and structures. Without a broader vision that encompasses the complexity of systemic problems, the Art of Social Change risks being confined to surface-level interventions that fail to bring about fundamental, transformative shifts.

The absence of a larger vision in the Art of Social Change is also evident in the potential for co-optation or dilution of messages. As movements gain traction, there is a risk of their messages being co-opted or diluted to align with mainstream narratives. Without a clear and comprehensive vision that guides the movement, the core values and objectives may be susceptible to distortion, dilution, or appropriation. A larger vision acts as a guiding compass, ensuring that the integrity of the movement's goals remains intact and resistant to external influences that may compromise its essence. while the Art of Social Change possesses immense potential for fostering transformative societal shifts, its effectiveness is often hampered by the absence of a larger, cohesive vision. This lack of a comprehensive perspective leads to fragmented movements, limited long-term impact, and a failure to address the root causes of

systemic issues. To fully realize the potential of the Art of Social Change, there is a critical need for a broader vision that unites diverse efforts, guides long-term strategies, and ensures the integrity of movements in the face of external pressures. Only through the cultivation of a shared and inclusive vision can the Art of Social Change transcend its current challenges and contribute meaningfully to the creation of a more just, equitable, and compassionate society.

3.3 Art of Social Insights about the exhibition design:

Exhibition design within the realm of the Art of Social Change serves as a critical bridge between artistic expression and audience engagement, offering a curated space that amplifies the impact of social insights embedded in the artworks. The design of an exhibition becomes an art form in itself, influencing the viewer's perception, guiding the narrative, and creating an immersive experience that transcends the boundaries of traditional artistic presentation. In the context of social insights, the exhibition design becomes a dynamic tool for fostering dialogue, provoking critical reflection, and catalyzing tangible change. At the core of exhibition design for the Art of Social Change is the intentional arrangement of artworks in a way that not only showcases individual pieces but also weaves a cohesive narrative that speaks to broader social issues. The layout and flow of the exhibition space are carefully orchestrated to guide visitors through a thoughtfully curated journey. This journey, much like a story, unfolds as viewers move from one exhibit to the next, each piece contributing to the overarching theme of social awareness and transformation. The spatial arrangement becomes a choreography of ideas, guiding the audience through a nuanced exploration of diverse perspectives and experiences.

Moreover, the design elements themselves play a pivotal role in enhancing the emotional and intellectual resonance of the artworks. Lighting, for instance, can be used strategically to accentuate certain aspects of a piece, creating a visual hierarchy that guides the viewer's attention and reinforces the intended message. The choice of colors, materials, and textures in the exhibition space can evoke specific emotions, fostering a sensory experience that complements the thematic content of the artworks. Thoughtful curation of the physical environment enhances the overall impact of the art, creating an immersive atmosphere that encourages contemplation and empathy. The use of multimedia and interactive elements further enriches the exhibition design, inviting viewers to actively engage with the social insights presented. Digital displays, audio installations, and virtual reality experiences can provide additional layers of context, offering a deeper understanding of the societal issues explored in the artworks. These interactive components serve to break down the traditional barriers between art and audience, transforming the exhibition space into a dynamic platform for dialogue and participation. In doing so, exhibition design becomes a facilitator of a two-way conversation, encouraging viewers not only to receive the artist's message but also to contribute their reflections and perspectives.

In the context of the Art of Social Change, exhibition design becomes a curator's manifesto, a visual essay that guides the audience through a deliberate exploration of societal complexities. The design choices reflect an ethical responsibility to present the artworks in a manner that respects their intent and amplifies their impact. This may involve addressing issues of accessibility to ensure that the exhibition is inclusive and welcoming to diverse audiences. It also means considering the cultural and historical context in which the artworks are situated and acknowledging the potential sensitivities and nuances that may shape viewers' interpretations. Ultimately, the success of exhibition design in the Art of Social Change lies in its ability to transcend the traditional boundaries of art appreciation and transform the gallery space into a catalyst for societal reflection and transformation. By creating an environment that seamlessly integrates artistic expression with social insights, exhibition design becomes an integral part of the broader movement toward a more conscious and engaged society. It invites

viewers to move beyond passive observation, encouraging them to become active participants in the ongoing dialogue about social change. As a result, the exhibition design becomes a collaborative medium through which artists, curators, and audiences collectively contribute to the continuous evolution of the Art of Social Change.

4. CONCLUSION

The Art of Social Change stands as a testament to the transformative power of creative expression in shaping the narrative of our shared humanity. Through diverse mediums such as visual arts, literature, theater, film, and digital platforms, artists have woven a rich tapestry that challenges societal norms, confronts systemic injustices, and ignites conversations that reverberate far beyond gallery walls. The intersectionality inherent in this movement acknowledges the interconnected nature of social issues, emphasizing the importance of dismantling oppressive structures that disproportionately affect marginalized communities. The journey through the Art of Social Change reveals the capacity of art to catalyze empathy, understanding, and collective action. As we navigate the complexities of the 21st century, the digital age has provided new avenues for global collaboration and connectivity, amplifying the reach and impact of social change art. The democratization of information through technology has transformed audiences into active participants, fostering a sense of global solidarity in the pursuit of a more just and equitable world. Crucially, the Art of Social Change transcends the confines of artistic expression to become a collective endeavor, demanding engagement and reflection from both creators and audiences alike. The exhibition design, as a vital component of this movement, serves as a dynamic platform for the presentation and interpretation of social insights. Through intentional curation, immersive experiences, and the incorporation of multimedia elements, exhibition design transforms gallery spaces into environments that not only showcase art but also inspire dialogue, critical thinking, and, ultimately, societal transformation.

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CHSSAPTER 11

EXPLORING THE SCENOGRAPHY
BUILDING A SCENIC ENVIRONMENT

Prof. Agnijit Tarafdar, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- agnijit.tarafdar@atlasuniversity.edu.in

ABSTRACT:

Theater began as a social activity under shady trees which eventually developed into creating life-like sceneries and vast experiential environments for performance. The practice of scenography involves stage crafting, lights, sound, and costume which together form an immersive experience for its audience. As light is shed on the traditional process for building big-budget theater stages, most of the construction materials end up in landfills. The most frequent causes for this material wastage are, producing theme-based elements that cannot be reused, sudden changes in script resulting in scenery change, or simply the incorporation for dealing with post-production waste. Another harsh truth is many unethically sourced materials like loans are used in large-scale productions like Broadway for making stage flats, which are later discarded as they are cheap and easy to source when required. Taking into consideration the inadequacy of present stenographic practices in addressing its ecological concerns, my project aims to explore eco-scenography in theater through the medium material ecology. Changing the structural dynamics of stage design for theater productions will be a small step towards making a bigger difference in much larger productions of the film industry. The project involves studying the design process of current stage building practices, finding primary materials causing ecological damage, and substituting them into more sustainable, versatile, and easy-to-adapt at any scale materials. The overall goal is to create an intervention that helps creative minds involved in scenography to craft a safe place of narration that brings our stories to life, but also holds a moral value towards our environment.

KEYWORDS:

Contemporary Sonography, Performing Arts, Scenic Environment, Set Design.

1. INTRODUCTION

Scenography is defined as the practice of crafting stage environments or scenic atmospheres. Stage space is elastic, emotional, and mobile, constantly changed by the performers themselves [1]. With the contribution of scenography, the viewer's mind participates in the action, develops a dialogue with the performance, and draws a sense of life from the stage. Scenic illustrations are often designed and looked over by a scenographer or stage designer. They will define these scenes architecturally through the decorations, furniture, proper lighting, visual effects, etc [2]. The process of creating a scenic design begins with the designer closely studying the script for information it contains about the period, country, locale, mood, and spirit of the play. Figure 1 stage design for inganno felice, the resulting set design approaches us to a second world war mine [3]. Scenography, the art and craft of designing and arranging the visual elements of a performance or theatrical production, is a multifaceted discipline that extends beyond traditional notions of set design [4]. It involves the thoughtful integration of space, architecture, lighting, sound, and multimedia to create a holistic and immersive environment that complements and enhances the narrative. In the realm of scenography, the emphasis is not solely on constructing physical sets but on crafting a comprehensive experience that resonates with the audience, blurring the lines between reality and fiction [5]. Building a scenic environment is a complex endeavor that requires a deep understanding of storytelling, spatial dynamics, and the emotional impact of visual elements.

At its essence, scenography is a dynamic collaboration between various artistic disciplines, merging the vision of the director, the creativity of the set designer, the expertise of lighting and sound designers, and the contributions of costume and prop designers. Together, these elements work in harmony to transport the audience into the world of the performance,

fostering a sense of immersion that goes beyond the confines of a stage. The scenic environment becomes a canvas where narratives unfold, emotions are heightened, and the boundaries between performer and spectator are blurred [6].

Figure 1: Stage Design for INGANNO FELICE, The resulting set design approaches us to a Second World War mine.

The stenographic process begins with a meticulous analysis of the script or performance concept. Understanding the nuances of the narrative, the characters, and the thematic elements is crucial in informing design decisions [7]. The scenographer delves into the psychological and emotional layers of the story, identifying key visual motifs and symbolic elements that can be translated into the physical space. This initial phase is a delicate dance between interpretation and innovation, as the designer seeks to balance the essence of the narrative with a fresh and imaginative approach to visual representation [8]. The physicality of the space itself plays a pivotal role in scenography. Whether it be a traditional proscenium stage, an intimate black box theater, or an unconventional site-specific location, the scenographer must adapt their design to the unique characteristics of the venue. The spatial dynamics influence not only the arrangement of sets but also the movement of performers, the angles of visibility, and the overall atmosphere. A well-designed scenic environment, cognizant of spatial considerations, has the potential to transform a performance space into a living, breathing entity that resonates with the thematic intentions of the production.

Lighting design is a cornerstone of scenography, wielding the power to evoke mood, emphasize focal points, and sculpt the visual landscape [9]. The interplay of light and shadow adds depth and dimension to the scenic environment, accentuating the emotional beats of the performance. From subtle shifts in color temperature to dramatic changes in intensity, lighting design is a nuanced art that shapes the audience's perception and guides their emotional journey through the narrative. Moreover, advancements in technology have expanded the possibilities for dynamic lighting effects, allowing scenographers to push the boundaries of creativity and innovation. Sound design, another integral component of scenography, extends the immersive experience beyond the visual realm [10]. The careful selection and manipulation of sound elements contribute to the creation of atmosphere, enhance emotional resonance, and establish a sonic landscape that complements the narrative. From ambient sounds to musical scores, sound design works in tandem with the visual elements to engross the audience in a multisensory journey. The strategic integration of sound, whether it be subtle whispers or thunderous crescendos, serves to deepen the connection between the performance and its spectators.

In the contemporary landscape of scenography, technology has become an invaluable tool for pushing creative boundaries and expanding the possibilities of visual storytelling. Projection mapping, virtual reality, and interactive multimedia elements offer scenographers innovative ways to engage audiences and create dynamic, evolving environments. These technologies enable the scenographer to transcend the limitations of traditional set design, providing opportunities for more immersive and participatory experiences [11]. However, the judicious use of technology in scenography requires a delicate balance to ensure that it enhances rather than overwhelms the live performance. Costume and prop design contribute to the overall aesthetic cohesion of the stenographic environment. The visual language of costumes and props communicates character identities, historical periods, and thematic motifs. Collaborating closely with the director and other design elements, costume and prop designers play a crucial role in ensuring that the physical attributes of the performers and the objects within the space align with the broader visual narrative [12]. The synergy between scenography and costume design creates a seamless integration of the performers into the visual tapestry of the production.

As scenography is fundamentally tied to the live and ephemeral nature of performance, adaptability is a key attribute. The scenographer must navigate the challenges of live production, considering the practical aspects of set changes, transitions, and the dynamic interplay between performers and the environment [13]. A successful scenographer is not only a visionary artist but also a pragmatic problem solver, capable of reconciling artistic ambitions with the logistical demands of the production. the art of scenography transcends the conventional boundaries of set design, encompassing a holistic and interdisciplinary approach to building a scenic environment. It is a collaborative endeavor that converges the expertise of designers across various fields to craft an immersive space that serves as a dynamic backdrop for the unfolding narrative [14]. From the spatial considerations to the interplay of light, sound, and technology, scenography is an intricate dance of artistic elements that elevates the live performance into a multisensory and emotionally resonant experience. As an evolving discipline, scenography continues to push the boundaries of creativity, offering new possibilities for storytelling and audience engagement in the ever-evolving landscape of the performing arts [15].

2. LITERATURE REVIEW

N. Hunt et al. [16] study focuses on Large-scale performances and performances are increasingly using visualization tools or virtual models in their creative processes. In addition to the workplace, its environment, and lighting, this technology also facilitates the representation of human relations and production processes. I explore how digital visualization allows designers and production teams to transform virtual space and virtual time, with a particular focus on the lighting of London's Royal Opera House. I show how to use the Virtual Opera House to model, evaluate, and select from a variety of future talent. Additionally, additional rehearsals called time differences can be added to rehearsals to increase the time allocated for lighting and preparation on the opera stage. Lighting designers, lighting programmers, and others spend time away from the stress of hands-on work building and maintaining the relationships necessary for successful content creation. I see virtual theater as not just a representation of time and live work, but an integrated mixed reality in which relationships and processes are voluntarily modeled and reproduced using primary evidence from medical experts.

L. Grondahl et al. [17] study focus on the Reformulating the Practices of Scenic Design In this article, I discuss the changes that seem to be taking place in the field of theatre scenography today. A more collaborative mode of processing the stage space has emerged. Scenic design

has been increasingly linked to audience reception and acting, to the performance as a temporal and situational event, and the relational network of social and human interaction. This puts new demands on the established practices of devising and constructing scenographies. The identity of the designer is somehow turned around since his/her artistic contribution now rather takes shape during the creative process instead of being the starting point of it. I suggest that this tendency is not just restricted to the faculty of scenography or theatre. It is also part of cultural and social development; it has its counterpart, for example, in business life and philosophy. In the latter part of the article, I examine stenographic practices compared to the theoretical comprehension of space and place.

An analogous shift from abstract spaces and measurable dimensions to lived environments and social constructions can be discerned. It finds its equivalent not only in the move from black box stages to site-specific performances but also in the ways of constituting the artistic and professional identity of scenographers. This, I think, is a challenge to the institutional systems of producing performances and training theatre makers.

L. Grondahl et al. [18] study focuses on the impact of stage lighting on the stage design process and workplace performance. Over the past few decades, lighting technology has made significant advances in affordability, brightness, usability, and usefulness. Lighting is not an additional option that can contribute to performance. It now works as one of the points of seeing, focusing, and directing the person in charge. Visual theater is created through changes in lighting that transform the visual design of the structure into a physical experience. It is rare to see a performance today without the aid of digital cinema or projection. I begin with a brief history of the use of electric light to illustrate the benefits of working with technology. I then embarked on a deep philosophical discussion about the metaphorical meaning of light as an important component of visual images. I will then examine how the modern theater is built and see what new projection technology has to offer. In my opinion, stage lighting has evolved from the legacy of lighting to a great deal of creativity that creates images on its own merits. Today, cutscenes can be understood as echoes of changes in our perception and understanding of reality and correspond to the modern experience of the spatial visual environment in our daily lives.

W. Byrn et al. [19] study focuses on the Royal Danish Theatre's extensive portfolio and explores how nature can be used as a tool to understand historical performance and then recreate it. Drawing on various aspects of the Copenhagen space, including artworks, invoices, inventory, and machinery contracts, it creates a three-dimensional understanding of how the space has changed over time and includes all specific site-level information. Performances at the Theater Royal from 1792 to 1839. During this time, the design has evolved from a theater where actors perform to a powerful, dynamic space where actors and characters come together. The set transformed from a retreat into a beautiful place where artists lived.

A. Dyachenko et al. [20] study focuses on Music critics, and music in general will focus on the creative genius of Mark Kaminsky, who celebrates his 90th birthday in 2020. The opera Ten Days the World Ended (1970) is one of the lessons of this talented writer. It was staged in many theaters in the former Soviet Union and abroad but was mostly forgotten. The author of this article conducts the first in-depth analysis of Kaminsky's scores and concludes that the author has a new understanding of the genre of the work and that this and other works of this owner should be put in the perspective of external review and evaluation. Research results. What is unique about Kaminsky's opera Ten Days That Shook the World (1970) is that it reaches the highest level of conflict. Responsible for this view is the well-written text, well written for its time (V. Dombrovskis).

3. RESULT & DISCUSSION

3.1 Purpose of creating Scenic Environments:

Scenography is the craft of creating visual writings that are readable through our perceptions like paintings, sculptures, and other visual art mediums existing in time and space dimensions. The scenic environments represented on stage function through the process of creating visual illusions for its audience, which would be defined as an attempt to give a view of the real world, no matter how representational, extreme, abstract, or paradoxical. The purpose of creating scenic environments in the realm of performing arts is multi-faceted, encompassing both artistic expression and audience engagement. At its core, the scenic environment serves as a visual and sensory extension of the narrative, enhancing the storytelling experience in ways that transcend the limitations of words alone. One primary purpose is to immerse the audience in the world of the performance, allowing them to suspend disbelief and actively participate in the unfolding story. Through carefully crafted sets, lighting, soundscapes, and visual elements, scenography creates a dynamic and cohesive backdrop that supports and amplifies the emotional and thematic dimensions of the production.

A fundamental purpose of scenography is to evoke a specific mood or atmosphere that aligns with the tone of the performance. Whether it be the ethereal glow of a romantic scene or the stark shadows of a suspenseful moment, the scenic environment plays a crucial role in setting the emotional tone. The visual and auditory elements work in tandem to create a sensorial experience that resonates with the intended mood, thereby intensifying the impact of the narrative on the audience. By manipulating elements such as color, texture, and lighting, scenographers have the power to evoke visceral responses and guide the emotional journey of the spectators. Scenic environments also serve a practical purpose in facilitating the logistics of the performance. The design must consider the spatial dynamics of the stage, allowing for seamless transitions between scenes and providing practical solutions for set changes. The purpose here is not only aesthetic but also functional, ensuring that the technical aspects of the production run smoothly without disrupting the flow of the narrative. Practical considerations such as the placement of entrances and exits, the integration of moving set pieces, and the utilization of technology are essential components of stenographic design that contribute to the overall success of the performance.

Furthermore, scenography plays a pivotal role in reinforcing thematic motifs and enhancing the symbolic resonance of the narrative. Through the careful selection of visual elements, symbols, and metaphors, scenographers can communicate layers of meaning that enrich the audience's understanding of the story. The purpose is to create a visual language that complements the spoken word, adding depth and complexity to the narrative. Symbolic elements within the scenic environment invite the audience to engage in a deeper level of interpretation, fostering a sense of intellectual stimulation and connection to the underlying themes of the performance. In an era of heightened sensory experiences, scenography has evolved to meet the expectations of modern audiences.

The purpose extends beyond the confines of the traditional stage, incorporating advancements in technology and interactive design to create immersive environments that actively engage spectators. The integration of projection mapping, virtual reality, and interactive elements aligns to push the boundaries of creativity and expand the possibilities of visual storytelling. By embracing these technological innovations, scenographers seek to captivate contemporary audiences and offer them a dynamic and participatory experience that goes beyond passive observation. the purpose of creating scenic environments lies in the transformation of the stage into a living canvas, where the convergence of artistic elements stimulates the senses, deepens emotional connections, and elevates the overall impact of the performance. It is purpose-driven

by a commitment to enhancing the narrative, fostering audience engagement, and pushing the boundaries of artistic expression in the ever-evolving landscape of the performing arts.

3.2 Realistic Scenography:

In this case, the decoration represents a place that seems real. It can be a faithful copy of a particular place or associate different elements that suggest that place. It is made to depict a period, and metaphor is meant to suggest the theme of the play. Realistic scenography is a design approach within the realm of stagecraft that prioritizes authenticity and believability in the depiction of settings and environments. Grounded in the pursuit of replicating recognizable and plausible spaces, realistic scenography aims to transport the audience into worlds that closely mirror their own or adhere to the logical parameters of the narrative. This design philosophy is particularly prominent in theatrical productions and film where the story unfolds in settings that emulate real-life locations, historical periods, or everyday situations. The primary goal of realistic scenography is to create an immersive experience where the audience can readily identify with the depicted environment, fostering a deeper connection to the characters and storyline.

In the pursuit of realism, scenographers meticulously research and replicate details, ensuring that the visual elements of the stage or set closely align with the audience's expectations of authenticity. This might involve recreating specific architectural styles, historical periods, or even mundane domestic settings with a high degree of accuracy. The use of authentic props, set pieces, and furnishings becomes crucial in enhancing the illusion of reality, allowing the audience to suspend disbelief and fully engage with the unfolding narrative. The lighting and sound elements in realistic scenography are also carefully orchestrated to mimic the natural conditions of the depicted environment, further enhancing the overall verisimilitude. Realistic scenography is not only a visual endeavor but a collaborative effort that involves seamless coordination among set designers, costume designers, lighting designers, and other creative contributors. The integration of these elements aims to create a cohesive and convincing environment that supports the narrative without distracting from it. The success of realistic scenography lies in its ability to seamlessly merge the visual and narrative aspects, providing a stage or set that feels authentic and invites the audience to become emotionally invested in the unfolding story. In essence, realistic scenography serves as a vehicle for transporting audiences to alternate realities that, despite their staged nature, feel remarkably genuine, making the theatrical or cinematic experience all the more compelling and relatable.

3.3 Contemporary scenography:

In this case, the scene is wide and is endowed with a kind of lateral corridor (bridge) that allows actors to make their entrance while the stage is usually in the center. The audience is closer to the stage and distributed around it. Contemporary scenography represents a departure from traditional theatrical design, embracing a dynamic and innovative approach that reflects the ever-evolving nature of the performing arts in the modern era. Characterized by a willingness to experiment with form, technology, and interdisciplinary collaboration, contemporary scenography pushes the boundaries of what is possible on stage or screen. In contrast to the strict adherence to realism often associated with traditional scenography, the contemporary approach allows for a more fluid and abstract interpretation of space and narrative. It often incorporates cutting-edge technologies, such as projection mapping, interactive elements, and digital media, to create immersive environments that challenge conventional notions of set design.

One defining aspect of contemporary scenography is its inclination toward conceptual storytelling. Instead of rigidly replicating real-world settings, scenographers in the

contemporary context often opt for symbolic or metaphorical representations. This approach invites the audience to actively engage with the visual elements, encouraging interpretation and reflection. The use of non-linear and fragmented designs allows for a more open-ended and subjective experience, aligning with the diverse and multi-faceted perspectives of contemporary audiences. Moreover, contemporary scenography emphasizes flexibility and adaptability. With an awareness of the transient nature of modern performances, scenographers design sets that can seamlessly transform or evolve throughout a production. This flexibility aligns with the fluidity of contemporary narratives, where boundaries between genres, styles, and mediums are intentionally blurred. The integration of adaptable set pieces, modular designs, and innovative staging techniques reflects a commitment to creating dynamic and responsive environments that enhance the overall impact of the performance.

Interdisciplinary collaboration is a hallmark of contemporary scenography, with designers often working closely with artists from various fields, including technology experts, architects, and multimedia specialists. This collaborative approach enriches the stenographic landscape by incorporating diverse perspectives and skill sets. The integration of multimedia elements, such as video projections, virtual reality, and interactive installations, allows for a more immersive and participatory experience, breaking down the traditional barriers between the stage and the audience. In essence, contemporary scenography is a reflection of the ever-changing landscape of the performing arts. It embraces innovation, challenges preconceived notions and seeks to engage audiences in new and unexpected ways. As technology advances and artistic boundaries continue to expand, contemporary scenography remains at the forefront of shaping the visual language of contemporary performances, offering a canvas for bold experimentation and creative expression that resonates with the complexities of our modern world.

3.4 Evolution of Scenography:

The civilizations of the Mediterranean basin, the Far East, and northern Europe, all left evidence of constructions whose association with religious ritual activity relates them to the theatre. Studies show campfire circles around which members of a primitive community would gather to participate in tribal rites. They were used as places of assembly at which a priestly caste would attempt to communicate with supernatural forces. The transition from a ritual involving mass participation to something approaching drama, in which a clear distinction is made between active participants and passive onlookers, is incompletely understood. Eventually, however, the priestly caste and the performer became physically set apart from the spectators.

The evolution of scenography, spanning centuries, reflects a fascinating journey from the rudimentary sets of ancient theaters to the dynamic, multidimensional designs of contemporary stages. Historically rooted in ancient Greek and Roman theater, where painted scenery and simple architectural structures served as backdrops, scenography has undergone a gradual transformation fueled by artistic experimentation and technological advancements.

The Renaissance period witnessed a revival of interest in perspective and realistic representation, influencing scenography to move beyond symbolic settings toward more lifelike portrayals. The advent of lighting techniques during the 19th century, such as gas lighting, added a new dimension to scenography, allowing for nuanced control of ambiance and mood.

The 20th century brought radical shifts with avant-garde movements, introducing abstract and non-representational designs that challenged traditional notions of scenery. With the dawn of the digital age, contemporary scenography embraces cutting-edge technologies like projection

mapping, virtual reality, and interactive elements, ushering in an era of unprecedented visual possibilities. The evolution of scenography reflects a continual dialogue between tradition and innovation, as designers navigate the evolving landscape of artistic expression and audience expectations, shaping the stage into a dynamic space where the boundaries of reality and imagination continuously blur.

4. CONCLUSION

The art of scenography, dedicated to building scenic environments, stands as a testament to the transformative power of design in the realm of performing arts. Across centuries, scenography has evolved from simple painted backdrops to intricate, multidimensional environments, reflecting shifts in artistic philosophies, technological advancements, and the ever-changing nature of storytelling. The purpose of scenography extends beyond aesthetic considerations; it serves as a vehicle for emotional resonance, thematic reinforcement, and practical facilitation of live performances. Realistic scenography immerses audiences in authentic settings, fostering a connection to narratives by replicating recognizable environments. Conversely, contemporary scenography embraces abstraction, technology, and interdisciplinary collaboration to redefine the boundaries of visual storytelling. As the stage becomes a canvas for innovative designs, the evolution of scenography showcases a dynamic interplay between tradition and experimentation, between the tangible and the virtual. The success of scenography lies in its ability to transport audiences into alternate realities, inviting them to engage emotionally, intellectually, and sensorially with the unfolding stories. Whether rooted in realism or propelled by contemporary innovation, scenography is an ever-evolving art form that continues to shape the way we perceive, experience, and connect with the performing arts. As we witness the ongoing evolution of scenography, one thing remains constant – its profound impact on transforming stages into immersive worlds where the magic of storytelling comes to life.

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CHAPTER 12

AN ANALYSIS OF INDIAN DANCE HERITAGE AND CULTURE

Prof. Ishita Kulkarni, Assistant Professor

ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India

Email Id- ishita.kulkarni@atlasuniversity.edu.in

ABSTRACT:

The rich tapestry of Indian dance is an embodiment of the country's cultural heritage, reflecting the diversity and vibrancy inherent in its traditions. Rooted in ancient scriptures, mythologies, and rituals, Indian dance has evolved over millennia into a complex and nuanced art form, showcasing the fusion of spirituality, storytelling, and rhythmic expression. The classical dance forms of India, including Bharatanatyam, Kathak, Odissi, Kuchipudi, Manipuri, and Kathakali, are steeped in history, with each style bearing unique regional influences. These dances serve as repositories of cultural narratives, encapsulating tales of gods, goddesses, and everyday life, thus preserving the essence of India's cultural identity. Beyond classical forms, folk and tribal dances add layers of diversity, featuring a myriad of styles that celebrate the indigenous traditions of various regions. The intricate hand gestures, facial expressions, and elaborate costumes not only contribute to the aesthetic beauty of Indian dance but also convey profound symbolic meanings. Furthermore, the symbiotic relationship between music and dance is evident in the use of traditional instruments, such as the table, sitar, and mridangam, creating a rhythmic tapestry that elevates the storytelling element. Indian dance is not merely a performance but a spiritual and cultural journey, intertwining the physical and metaphysical realms. In contemporary times, efforts to preserve and promote these dance forms are visible through institutions, festivals, and educational initiatives that aim to ensure the continuity of India's dance heritage. As Indian dance transcends geographical boundaries, it serves as a global ambassador, fostering cross-cultural understanding and appreciation. In essence, the dance heritage of India is a living testament to the country's rich cultural mosaic, resonating with a timeless beauty that transcends generations and continues to captivate audiences around the world.

KEYWORDS:

Dance Forms, Dance Moment, Dance Heritage, Dance Residency, Indian Dance.

1. INTRODUCTION

Indian dance, deeply rooted in the country's rich cultural and historical tapestry, stands as a testament to the diversity, spirituality, and artistic excellence that characterize the nation. The dance heritage of India is a vibrant mosaic, reflecting the amalgamation of myriad traditions, regional styles, and philosophical influences that have evolved over millennia. Embedded in the cultural fabric, Indian dance not only serves as a form of artistic expression but also encapsulates narratives of mythology, folklore, and daily life [1]. The profound connection between Indian dance and spirituality is evident in its origins, with many dance forms tracing their roots to ancient religious rituals and classical texts. This intricate interplay between dance, religion, and culture has given rise to a plethora of dance forms, each with its own unique vocabulary, aesthetic principles, and regional nuances [2].

Classical Indian dance, a cornerstone of the country's artistic heritage, is often classified into six major forms: Bharatanatyam, Kathak, Odissi, Kuchipudi, Kathakali, and Manipuri. Each classical dance form is a repository of cultural narratives, embodying distinct styles, costumes, and music. Bharatanatyam, originating in the temples of Tamil Nadu, epitomizes the precision of movements, intricate footwork, and expressive storytelling. Kathak, with its roots in the Mughal courts, is characterized by its graceful spins, rhythmic footwork, and intricate hand gestures [3]. Odissi, originating in the temples of Odisha, is known for its sculptural poses, fluid movements, and lyrical grace. Kuchipudi, from the state of Andhra Pradesh, seamlessly blends dance and theater, incorporating intricate footwork and narrative expressions. Kathakali, hailing from Kerala, is a vibrant dance-drama that combines elaborate costumes, facial expressions, and exaggerated movements to depict mythological stories. Manipuri, from the northeastern state of Manipur, emphasizes spirituality and devotion, featuring graceful

movements and a distinct use of symbolism [4]. Beyond the classical forms, India boasts a plethora of folk and tribal dances, each a reflection of the local traditions, rituals, and celebrations of specific regions. Bhangra from Punjab, Garba from Gujarat, Lavani from Maharashtra, and Bihu from Assam are just a few examples of the diverse folk dances that celebrate the cultural richness and diversity of the country [5]. These dances, often performed during festivals and social gatherings, serve as a living testament to the resilience of cultural traditions and community bonds. The cultural tapestry of Indian dance is further enriched by the temple dance traditions, where dance is considered a sacred offering to the divine [6]. The Devadasi system, prevalent in South Indian temples, historically involved young girls dedicated to serving deities through dance and music. Though the practice has undergone significant changes over time, it played a crucial role in the preservation and propagation of classical dance forms [7].

Indian dance is inseparable from its musical counterpart, with intricate rhythms, melodic structures, and emotive compositions providing the foundation for expressive movement. Classical dance is often accompanied by classical music, with the intricate synchronization of rhythm and melody being a hallmark of the art form. The rhythmic patterns created by the feet in synchronization with the percussion instruments, such as tabla and mridangam, contribute to the dynamic energy of the performances [8]. The melodic richness of Indian classical music, often carried by instruments like the sitar, veena, and flute, complements the emotive expressions of the dancers, creating a symphony of movement and sound. Moreover, Indian dance has transcended geographical boundaries, gaining global recognition and appreciation. The diaspora plays a crucial role in the global dissemination of Indian dance forms, with artists and practitioners taking the art to diverse corners of the world. Festivals, workshops, and collaborations contribute to a cross-cultural exchange, fostering a deeper understanding and appreciation for the intricacies of Indian dance [9].

In the contemporary context, Indian dance continues to evolve, embracing innovation while staying rooted in tradition [10]. Choreographers and dancers explore new themes, experiment with interdisciplinary collaborations, and leverage technology to push the boundaries of expression. The narrative scope of Indian dance has expanded to address contemporary issues, making it a dynamic and relevant form of artistic expression that resonates with audiences worldwide. the world of Indian dance is a captivating journey through time, culture, and spirituality. It encapsulates the ethos of a nation, embodying its traditions, philosophy, and diversity [11]. From the sacred precincts of temples to the global stage, Indian dance has not only survived the test of time but has flourished, serving as a cultural bridge that connects the past with the present and transcends borders. In this multifaceted kaleidoscope of movement, rhythm, and expression, the dance heritage of India stands as a testament to the enduring power of artistic traditions to inspire, transcend, and unify across the ages.

2. LITERATURE REVIEW

S. Rozhkova et al. [12] study focuses on the first work of Marginata, a new tradition in modern Indian dance, by Koramangala Piyal Bhattacharya (Kolkata, West Bengal) and his students, a respected tradition of dance, drama, and music. It is based on years of first-hand observations, interviews, discussions, and conversations of the author with members of the artists who grew up around Piyare, "Chidakash Kalalay. Center for Art and Theology" and is based on direct transmission of knowledge and skills. are conveyed to students by teachers. Details of the reconstruction techniques of ancient Indian theater and how the historical legacy has been altered in the current context are explored. In particular, great attention has been paid to the artistic interpretation and understanding of the Indian philosophical heritage, as well as to the transfer of the ideas and world views of the Nyaya and Vedanta systems to the field of

landscape painting. The presented case demonstrates how a comprehensive approach to artistic heritage, meta-theatre, and the development of each artist's distinctive teaching can be reproduced, addressing long-lost traditions and difficult-to-consider questions in an academic, relevant context that speaks to the importance of art.

A. Jonckheere et al. [13] study focuses on the Rajasthani "Gypsy" show, which features dances created by Jabaliyas and is popular among Indian tourists and Western world music platforms. The Indian government celebrates the Jabaliyas' home state, Rajasthan, as the "Historical State of India" to encourage travel such as festivals and shows, and the spread of Indian culture around the world through nature. In this article, I provide a brief overview of the history of the Jabaliya dance style, including its emergence in the 1980s and its nomination to UNESCO in 2010. I also discuss the impact of its selection as a dance of world significance. The recognition of the Jabaliya dance style as a historical event further highlights the difficulties of UNESCO's candidate selection process. This article attempts to explain the reasons behind the selection of the Jabaliya dance form, combining the ongoing process of trust and romanticism, economic ideas operating in the cultural, economic, and commercial aspects of Indian folk art (and how and why UNESCO was persuaded to adopt this dance).

G. Puth Umana et al. [14] study focuses on thimbu Northam, an ancient Indian dance, that is still performed in villages in the North Malabar region of Kerala. Due to its performance, the drama respects most of the teachings of the Nadia scriptures and also influences the social and cultural life of Malabar. History and context indicate that seventh-century Timbuniti paintings were incorporated into temple rituals during the Kalahari period. Due to its agricultural lifestyle and association with harvesting the land, Timbunitya was deeply connected to the civilization of Northern Kerala. Thimbu nritya rituals and ritual components relate to prayers for the fertility of the soil and increased yields. The vibrant flower decorations and four-rhythm drumming that are a part of Thimbu nritya are tied to its aesthetics. The ancient Indian customs and legacy can be linked to the temple procession culture and the participation of worshippers in the festivities.

D. Holder et al. [15] study focuses on the spirit of my country in most of my works. The bright colors of my works represent our ancestors and traditions. I love using my work to show who I am and share my culture with others.

The Photoshop drawing on the cover of "Ceylon Blue Magpie" depicts one of Sri Lanka's brightest birds. Living in the mountain forests of Sri Lanka's rainy region, the bird is a feast for the eyes with its vibrant blue and red hues. The purpose of art is to preserve the innate beauty of this species. "The Power of Sri Lankan Wooden Art" introduces one of the most unique features of Sri Lankan culture: wooden masks. The ancient culture of the island is the inspiration for the mask. Historically, people wore these masks during festivals, celebrations, and theatrical performances to ward off evil. Illustrated with Photoshop, my work features a beautiful "Mayura Raksha" demon face, representing harmony, peace, and wealth. The details and colors of both of my digital artworks were chosen to complement and celebrate Sri Lanka's rich heritage. S. Thabane et al. [16] study focuses on two important connections between the history of theater in India and the Hindi/Urdu film industry. Not only musicians and artists contributed to the production of films, but stories, films, and plays in Indian cinema have always included films and their activities. It was with this date that I began researching the Muslim religious, cultural, and creative heritage that influenced Hindi and Urdu cinema. I also examine how this legacy can be incorporated into film narratives to support gender, religion, and nation-building. My particular interest is Tawaf dance, which is often associated with Dutch dance performances and North Indian culture. By examining Thamar's presence in the recent films Begum Jaan and Dedi Ishqiya, I want to show how this character fits into the

general patterns of representation that undergird the ideas of contemporary Indian society. I show that, despite the most obvious efforts to write Indians as "Hindus," the "Muslimness" of Tawaf and the film, far from being abandoned, influence real and representational ways.

3.   RESULT & DISCUSSION

3.1 *Dance Residency:*

A dance residency is an immersive and focused program that provides choreographers, dancers, and dance companies with a dedicated space and time to create, rehearse, collaborate, and refine their artistic work. Residencies typically take place in specialized venues such as dance studios, theaters, or creative arts centers, offering an environment conducive to the exploration and development of dance projects [17]. These residencies can vary in duration, ranging from a few weeks to several months, providing artists with an extended period to delve deeply into their creative processes. One of the primary objectives of a dance residency is to offer artists the freedom and resources to experiment with new ideas, refine their choreographic vision, and develop innovative movement vocabulary [18]. The dedicated time allows for an in-depth exploration of concepts, themes, and artistic collaborations that may be challenging to achieve within the constraints of regular rehearsal schedules. This extended period of focus enables choreographers to take creative risks, push boundaries, and refine their artistic voices in ways that may not be feasible in more time-restricted settings.

The residency setting often facilitates interdisciplinary collaborations, allowing dancers and choreographers to work closely with musicians, visual artists, designers, or other creative professionals. This collaborative aspect enhances the richness and complexity of the work, fostering cross-disciplinary exchanges and pushing the boundaries of artistic expression. The communal environment of a residency encourages a free exchange of ideas, feedback, and inspiration, creating a supportive ecosystem that nurtures the creative process. Beyond the studio or rehearsal space, dance residencies may also involve community engagement and outreach activities.

Artists may conduct workshops, open rehearsals, or interact with local communities, sharing their creative process and building connections with diverse audiences. This engagement not only enriches the community's appreciation for dance but also provides artists with valuable feedback and perspectives that can inform their work [19].

Residencies are often hosted by institutions, foundations, or arts organizations that recognize the importance of supporting and nurturing the development of dance as an art form. These entities may provide financial support, access to state-of-the-art facilities, mentorship, and networking opportunities. The aim is to create an environment where artists can fully immerse themselves in the creative process without the logistical challenges that often accompany artistic endeavors. In addition to fostering creativity and artistic growth, dance residencies contribute significantly to the sustainability of the dance field by providing artists with the resources needed to bring their visions to fruition [20]. They serve as incubators for new works, helping choreographers refine pieces that may later be presented to broader audiences. The work developed during residencies may go on to be performed in theaters, festivals, or other venues, contributing to the vibrancy and evolution of the dance landscape. a dance residency is a dedicated period for artists to dive into the depths of their creative practice, experiment with ideas, collaborate with other artists, and refine their artistic visions. It offers a unique opportunity for artistic exploration and development, providing the time and space necessary for dance to evolve as a dynamic and expressive form of artistic communication. As a supportive and immersive experience, dance residencies play a crucial role in cultivating the next generation of dance innovators and contributing to the continued vitality of the dance ecosystem.

3.2 The collaborator Dance INC India:

It seems there might be confusion or misunderstanding regarding "the collaborator dance INC India" as the provided phrase doesn't represent a well-known entity, organization, or specific topic as of my last knowledge update in January 2022. If this is a specific company, organization, or project that has emerged after that date, I won't have information about it. However, I can provide you with a general discussion about the concept of collaboration in the context of dance in India. Collaborations in the world of dance in India are dynamic, diverse, and essential for the growth and evolution of the art form. In recent years, there has been a noticeable trend towards interdisciplinary collaborations, fusion projects, and cross-cultural exchanges, all of which contribute to the enrichment and expansion of the Indian dance landscape.

Collaborations often involve artists, choreographers, musicians, and designers coming together to create innovative and boundary-pushing works. These endeavors not only celebrate the diversity of Indian dance but also foster a dialogue between tradition and contemporary expression. One might witness collaborations between classical dancers and contemporary choreographers, traditional musicians and electronic music producers, or Indian dancers collaborating with international artists, bringing a global perspective to their work. In the context of Indian classical dance, collaborations can be seen in the way traditional dance forms like Bharatanatyam, Kathak, Odissi, and others are interpreted and presented [21]. Modern choreographers may collaborate with classical dancers to create works that bridge the gap between tradition and innovation, respecting the core principles of the classical form while pushing creative boundaries.

Furthermore, dance collaborations are not limited to the stage. They extend to educational initiatives, cultural exchange programs, and community engagement projects. Institutions, both in India and internationally, collaborate to provide platforms for training, performance, and knowledge exchange. These collaborative efforts contribute to the preservation and propagation of Indian dance traditions while ensuring their relevance in a contemporary context. The impact of technology on dance collaboration is noteworthy. Digital platforms and social media have become powerful tools for artists to connect, share their work, and collaborate across geographical boundaries. Virtual collaborations, especially during times of global challenges, have allowed artists to create together despite physical distances. It's important to note that collaborations are not only about blending different dance forms or artistic disciplines; they also serve as a means of cultural exchange and mutual learning. Collaborators bring their unique perspectives, experiences, and expertise to the table, creating a rich tapestry of creative exploration [21].

In the broader spectrum, collaborations contribute to the globalization of Indian dance, enhancing its visibility on the international stage. They showcase the versatility and adaptability of Indian dance forms, breaking stereotypes and offering audiences a nuanced understanding of the diversity within the Indian cultural milieu. While the specifics of "the collaborator dance INC India" are unclear, it's evident that collaborations in the field of dance in India play a crucial role in shaping the narrative of the art form. Whether through innovative choreography, cross-genre fusions, educational partnerships, or technology-driven projects, these collaborations are instrumental in ensuring that Indian dance remains a dynamic and evolving cultural force, resonating both within the country and around the world.

3.3 Dance movement therapy:

Dance Movement Therapy (DMT), a discipline at the intersection of psychology, therapy, and the expressive arts harnesses the transformative power of movement to foster emotional,

cognitive, and physical well-being. Grounded in the understanding that the body and mind are interconnected, DMT utilizes dance and movement as tools for self-exploration, communication, and healing. The therapeutic process involves the intentional use of movement to address psychological, emotional, and social challenges. Practitioners of DMT, known as dance movement therapists, work with individuals or groups across diverse populations, including those facing mental health issues, trauma, developmental disorders, and chronic illnesses. Central to DMT is the recognition that the body carries and expresses emotions, memories, and experiences. Through guided movement, individuals engage in a non-verbal dialogue with their bodies, uncovering and processing emotions that may be difficult to articulate verbally. The therapist creates a safe and supportive space, encouraging clients to explore and express themselves authentically through movement. This process can lead to increased self-awareness, emotional release, and a sense of empowerment as individuals learn to navigate and integrate their internal experiences.

One of the strengths of DMT lies in its adaptability to various therapeutic goals and populations. For example, in working with individuals dealing with trauma, dance movement therapists may facilitate exercises that focus on grounding, containment, and gradual exploration of movement to rebuild a sense of safety. With children or individuals with developmental disorders, DMT provides a non-directive and creative way to enhance communication skills, improve motor coordination, and promote social interaction. Additionally, DMT incorporates principles of mindfulness and embodiment, encouraging individuals to be present in the moment and connect with their bodily sensations. This mind-body integration can be particularly beneficial for those experiencing stress, anxiety, or depression. The rhythmic and expressive qualities of movement facilitate a release of tension, fostering a sense of relaxation and emotional relief.

Furthermore, group settings in DMT offer opportunities for shared experiences and interpersonal connections. Participants engage in collaborative movement activities, promoting a sense of community, empathy, and mutual support. This social dimension of DMT is valuable in addressing issues related to isolation, building trust, and enhancing interpersonal skills. While DMT embraces the creative and spontaneous aspects of movement, it is informed by theoretical frameworks from psychology, including psychoanalysis, humanistic psychology, and cognitive-behavioral therapy. Dance movement therapists undergo specialized training to integrate these psychological principles with movement interventions effectively. Dance Movement Therapy stands as a holistic and embodied approach to healing and self-discovery. By recognizing the body as a repository of emotional and psychological experiences, DMT provides a unique avenue for individuals to explore, express, and process their inner worlds. Whether used in clinical settings, educational environments, or community programs, DMT offers a versatile and effective tool for enhancing well-being and promoting personal growth through the transformative power of movement.

3.4 *Familiar with the concept of a dance residency:*

A dance residency is a dynamic and immersive program that provides choreographers, dancers, and other dance professionals with dedicated time and space to engage in the creative process, research, and development of new works. Rooted in the belief that artists benefit from an environment conducive to exploration and experimentation, dance residencies offer a unique opportunity for artistic growth and collaboration. These residencies can take various forms, ranging from short-term projects to more extended periods, and can be hosted by dance institutions, cultural organizations, universities, or dedicated arts spaces. The fundamental concept of a dance residency revolves around providing artists with an uninterrupted, focused, and supportive environment where they can delve into their creative practice. This often

includes access to well-equipped studios, resources, and sometimes mentorship or feedback from experienced professionals. The residency framework recognizes the importance of offering artists the freedom to explore new ideas, push artistic boundaries, and refine their artistic voices without the pressures of immediate production or performance.

During a dance residency, artists engage in a multifaceted process that may involve choreographing new pieces, refining existing work, experimenting with movement vocabulary, collaborating with other artists, or conducting research related to dance and its intersections with other disciplines. The emphasis is on the artistic journey rather than the end product, allowing for a deeper exploration of concepts, themes, and movement possibilities. Collaboration is often a central component of dance residencies. Artists may have the opportunity to work with musicians, visual artists, and designers, or even engage with the local community. The interdisciplinary nature of some residencies encourages cross-pollination of ideas, fostering a rich and diverse creative environment. This collaborative spirit extends beyond the studio, promoting interactions and dialogues that contribute to the overall development of the artistic community.

Residencies also play a vital role in nurturing emerging talent. Young choreographers and dancers often benefit from exposure to established artists, gaining insights into their creative processes and receiving mentorship. In turn, established artists may find inspiration from the fresh perspectives and energy of emerging voices, creating a symbiotic exchange that contributes to the evolution of the dance field. The temporal aspect of dance residencies is significant. While some residencies last only a few weeks, others can extend to several months. The duration allows artists to delve deeply into their work, navigate creative challenges, and refine their ideas over time. This extended engagement with the artistic process is a luxury that is often hard to attain within the constraints of a regular rehearsal schedule or performance calendar. Dance residencies are not confined to a specific genre or style; they encompass a diverse range of dance practices, from classical ballet to contemporary and experimental forms. This inclusivity reflects the acknowledgment that the dance field is vast and continuously evolving. Residencies support the development of both traditional and innovative dance forms, contributing to the overall diversity and vibrancy of the dance ecosystem.

Furthermore, the impact of a dance residency extends beyond the individual artist. Residencies often include opportunities for artists to share their work with the community through open rehearsals, workshops, or performances. This engagement fosters a deeper connection between the artists and the audience, offering a glimpse into the creative process and demystifying the world of dance. the concept of a dance residency is a testament to the value placed on artistic exploration, collaboration, and the nurturing of creative voices within the dance community. By providing artists with the time, space, and resources to delve into their practice, residencies contribute significantly to the vitality and innovation of the dance field. Whether fostering emerging talent, encouraging interdisciplinary collaboration, or supporting the evolution of established artists, dance residencies play a pivotal role in shaping the present and future landscape of dance.

4. CONCLUSION

The rich tapestry of Indian dance heritage and culture is a testament to the nation's profound artistic legacy, spanning centuries and embodying the diverse traditions, spiritual philosophies, and cultural vibrancy of the subcontinent. From the classical forms, including Bharatanatyam, Kathak, Odissi, Kuchipudi, Kathakali, and Manipuri, to the myriad folk and tribal dances, India's dance traditions are a living expression of the country's geographical and cultural diversity. The intricate hand gestures, expressive facial movements, rhythmic footwork, and elaborate costumes of classical Indian dance encapsulate stories from mythology, spirituality,

and everyday life, connecting the past with the present. Beyond the classical realm, folk dances celebrate the diversity of regional cultures, and temple dances intertwine movement with devotion. The global dissemination of Indian dance, facilitated by the diaspora and cross-cultural collaborations, underscores its universal appeal and relevance. The evolving nature of Indian dance, embracing innovation while rooted in tradition, ensures its continuity and adaptability in contemporary contexts. As India continues to embrace its cultural heritage, Indian dance serves as a bridge between generations, a vessel for storytelling, and a dynamic force that resonates not only within the country but across the global stage. The dance forms, with their intrinsic connection to spirituality, embody the enduring spirit of creativity, unity, and celebration that defines India's cultural identity. In this dance heritage, India's cultural soul finds expression, inviting the world to witness the captivating journey through movement, rhythm, and storytelling that is truly emblematic of the nation's artistic richness.

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CHAPTER 13

EXAMINING THE CRUCIAL ROLE OF ADEQUATE HOUSING IN ENSURING PHYSICAL AND FINANCIAL WELL-BEING

Prof. Poonam Mishra, Assistant Professor
ISDI, ATLAS SkillTech University, Mumbai, Maharashtra, India
Email Id- poonam@isdi.in

ABSTRACT:

Adequate housing is not only important for financial and physical security. it also supports human health and social well-being. The most affordable housing is modeled over time. Today, the concept of affordable housing is gaining popularity in India because it offers a practical answer to the chronic problem of housing shortage in Indian cities. The research examines the role of design in the context of affordable housing and how this can be expected from purposeful design rather than simply creating a document. "Providing real estate" is an objective process, but Summit offers a good idea of following up by reviewing the site's performance. The relationship between housing and the physical environment (such as the environment) – the physical environment (such as the need for adequate space, cleanliness, etc.) and the social environment psychological (such as social needs, relationships, and cooperation) – is included in the summit project. This abstract delves into the vital nexus between adequate housing and the dual dimensions of physical and financial well-being. The analysis explores how secure and quality housing constitutes a fundamental element in safeguarding individuals' health and financial stability. A review of the literature reveals the intricate connections between housing conditions and physical health, emphasizing the role of a stable home environment in mitigating health risks and promoting overall well-being. Additionally, the paper investigates the economic implications of housing, elucidating how access to affordable and secure housing positively influences individuals' financial stability. Through an examination of relevant case studies and statistical data, the abstract highlights the far-reaching impact of housing inadequacies on public health expenditures and the cyclical nature of financial insecurity perpetuated by inadequate housing. Furthermore, the abstract underscores the need for comprehensive housing policies that address not only the immediate shelter needs but also consider the broader implications on the physical and financial aspects of individuals and communities. This analysis aims to contribute to the discourse on the integral role of housing in holistic well-being, advocating for informed policies that recognize the symbiotic relationship between secure housing, physical health, and financial resilience.

KEYWORDS:

Affordable Housing, Design Brief, Housing Human, Financial Being.

1. INTRODUCTION

The concept of affordable housing in India is geared towards the Low-Income Group (LIG) and Weaker Sections (EWS) who need the same level of security and comfort as the group has more income. Although these two income groups (ELS and LIG) constitute the largest segment of India's population, their housing needs have been neglected [1]. However, recently the government announced plans to improve housing for low-income groups and disadvantaged groups. Affordable housing has also grown to increase income range; Affordable housing can refer to a variety of characteristics, demographics, and contexts. [2]. The nexus between adequate housing and individual well-being, both physically and financially, constitutes a cornerstone of societal stability and progress. The significance of having a secure and suitable place to call home goes beyond the basic provision of shelter; it extends into the realms of physical health, mental well-being, and financial stability [3]. This comprehensive analysis delves into the multifaceted dynamics of how good housing serves as a fundamental pillar for individuals' overall quality of life, fostering a symbiotic relationship between living conditions and personal prosperity [4].

At its core, adequate housing is not merely a matter of bricks and mortar; it encompasses a holistic approach to providing individuals with safe, dignified, and stable living spaces. The physical dimensions of housing play a pivotal role in safeguarding the health and well-being

of occupants [5]. Proper ventilation, sanitation, and structural integrity contribute to a living environment that mitigates health risks and promotes overall physical wellness. Moreover, the accessibility of housing, in terms of proximity to essential services and amenities, influences the ability of individuals to maintain a healthy lifestyle [6]. A secure and comfortable home environment significantly impacts mental well-being. The psychological importance of having a place to call one's own, a sanctuary from the stresses of the external world, cannot be overstated. Adequate housing provides a sense of stability and belonging, fostering a conducive atmosphere for mental health. Conversely, inadequate or insecure housing can contribute to stress, anxiety, and a host of mental health challenges. This intersection between housing and mental well-being underscores the need for a comprehensive understanding of the role that living conditions play in shaping the overall health of individuals and communities [7].

In addition to its impact on personal health, adequate housing is intrinsically linked to financial stability. Housing costs often represent a significant portion of an individual's expenses, and the affordability and availability of housing can influence one's financial well-being. The scarcity of affordable housing options can lead to financial strain, making it challenging for individuals and families to allocate resources to other essential needs such as education, healthcare, and nutrition [8]. On the contrary, when housing is affordable and stable, individuals are better positioned to allocate financial resources strategically, contributing to overall economic resilience. The ripple effect of housing dynamics extends beyond the individual, shaping the economic landscape of communities and societies. Housing markets are intricately connected to broader economic trends, and fluctuations in housing values and availability can have cascading effects on local and national economies [9]. The interplay between housing, financial markets, and economic stability underscores the interconnected nature of these systems, emphasizing the need for comprehensive policies that address housing as a fundamental component of economic health [10].

Furthermore, the relationship between housing and financial security is closely tied to the concept of homeownership. For many, owning a home represents a pathway to long-term financial stability and wealth accumulation. Real estate often appreciates over time, and homeownership provides individuals with an asset that can be leveraged for various financial purposes [11]. However, it is essential to recognize that barriers to homeownership, such as discriminatory practices or economic disparities, can perpetuate inequalities in financial outcomes. Beyond the economic implications, the geographical distribution of housing plays a crucial role in shaping broader patterns of social equity and justice. Housing disparities, whether manifested through discriminatory practices, segregation, or unequal access to resources, contribute to social stratification and reinforce existing inequalities. The inadequate provision of housing in marginalized communities amplifies social injustices, perpetuating cycles of poverty and limiting opportunities for upward mobility [12].

In light of the ongoing global challenges, including population growth, urbanization, and climate change, the imperative to address housing as a key determinant of physical and financial well-being becomes even more pronounced. Sustainable and resilient housing practices are essential not only for the immediate benefit of individuals and communities but also for the long-term viability of our societies [13]. The integration of environmentally friendly and energy-efficient housing practices aligns with the broader goals of sustainability, mitigating the environmental impact of housing while ensuring that individuals have access to safe and resilient living spaces. the crucial role of adequate housing in ensuring physical and financial well-being cannot be overstated. Beyond the rudimentary concept of shelter, housing is intricately linked to individual health, mental well-being, and economic stability. The accessibility, affordability, and quality of housing directly influence the quality of life for individuals and communities. As we navigate the complex challenges of the present and future,

a holistic understanding of housing as a fundamental human right and a catalyst for prosperity is essential. This comprehensive analysis seeks to unravel the intricate dynamics of housing, shedding light on the symbiotic relationship between living conditions and personal and societal well-being. Through nuanced policies, collaborative efforts, and a commitment to social justice, we can strive to create a world where adequate housing serves as a cornerstone for physical and financial security, fostering a more equitable and sustainable future for all.

2. LITERATURE REVIEW

A. oyebanji et al. [14] study focuses on the main purpose of housing is to meet the housing needs of poor families, especially in the lower and middle segments. Despite the importance of housing in solving housing problems, evidence shows that housing has no support in achieving sustainability goals. This study aims to identify critical success factors (CSFs) for sustainable housing (SSH) that meet economic, environmental, and social housing needs. A method for analyzing data points, including key data, was used to determine the performance factor (SF) required to implement SSH. The results of the revised methodology will be used to develop a survey that will be used to collect data from not-for-profit community groups and housing estates in England. The questionnaire asked respondents to evaluate the criticality degree of the success elements that had been found. NVivo and the Statistical Package for Social Science (SPSS) were used, respectively, to evaluate the data acquired from the pertinent documents and respondents. The results showed that sufficient funding and provision, affordability, effective economic planning, appropriate construction technology, environmental protection, the use of environmentally friendly materials, effective land use planning, appropriate design, security of lives and property, the provision of social services, and ensuring social cohesion are some of the CSFs for achieving SSH for meeting housing needs. To monitor and assess the provision of SSH, the article suggests utilizing effective sustainable development (SD) methodologies along with institutional and legal frameworks.

A. Sgueglia et al. [15] study focuses on planning is important to ensure there is sufficient land for the building. This study examines the deficiency in housing law in Wales from a variety of policy perspectives and in doing so draws three key conclusions. First, it is undeniable that the orientation goal failed to achieve the five-year restaurant goal. Second, there are many reasons why the project may fail, but most of them focus on estimating the impact and interaction between public and private planners and builders. Finally, it is undeniable that five-year land forecasts are necessary to support housing, even if it leads to failure.

C. Karlin et al. [16] study focuses on the building has a huge impact on its conservational impact. Family choices determine the size of the house; therefore, considering home preferences and options is crucial to creating a sustainable home. To promote sustainable housing, this study aims to explore tenants' preferences and choices regarding the large house, one of many living spaces. It also aims to identify opportunities and barriers to small-scale housing. We analyze a survey of 878 Swiss tenants using a logistic regression model and show that tenants' preference for large buildings is the main problem in downsizing. On the other hand, low-income borrowers may feel more pressure to downsize their apartments or focus on potential mortgage savings. Moving to a smaller home can have its benefits, but there can also be financial issues as well as significant non-financial costs, such as losing ties to the local area and making it harder to find somewhere to live. To overcome these problems, we recommend providing incentives and other support for the decision to downsize, as well as finding small houses suitable for living. We focus on the possibility of using architectural studies in design to create buildings that meet these standards.

L. Oyewobi et al. [17] study focuses on designed and implemented by housing stakeholders, the National Housing Policy 2012 aims to bridge the gap between housing deficit and demand.

However, the housing situation remains poor, affecting the outcomes of current policies and sustainable housing, which have a significant impact on the economy, environment, and politics. Due to these issues, a review of the National Housing Policy 2012 should be undertaken to determine the best way to implement the policy. This study examines the performance of the Nigerian Federal Housing Authority and the Nigerian Federal Housing Authority, which is responsible for the implementation of the housing policy, identifies the problems they face, and provides solutions for the implementation of the National Housing Policy in Nigeria. This research was conducted using mixed methods. This study highlights the role of licensed facilities in supporting the development and management of housing across the state and in providing facilities and services suitable for all income levels to lend credence to the success of the national policy. High mortgage rates, low-interest rates, rising costs of acquiring land and building materials, and the housing approval process are some of the major issues affecting homeownership. Despite all the efforts of organizations, efforts to meet the increasing housing deficit are not sufficient. Therefore, it is recommended that the government at all levels ensure that private companies and labor unions have the necessary members and necessary procedures, create an environment for private businessmen to participate in long-term housing financing, and support infrastructure development. Use other domestic and domestic materials to reduce construction costs.

J. Wagner et al. [18] study focuses on the strong connection between health and housing. This highly contagious disease, with its unpredictable, coordinated, rapid response, and significant public health benefits in the United States, has layered and raised issues that have caused many people to complain, including not only doctors but also housing providers. There are many issues worth examining, such as cancellations and border closures, force majeure agreements, damage complaints and related outbreaks, rent delays, and the impact of extended occupancy and rent or room reductions Closing of common facilities (such as fitness areas) or housing reducing the benefits provided by buildings; however, this article focuses on the Fair Play Act and the "direct threat" exception; We see that there is no such thing as disability, that a "direct threat" is a good "protection" and that both decisions are based on the rapid change in understanding of the disease. This article emphasizes that adequate housing is a human right and that the government has a significant responsibility to ensure this becomes a reality, and highlights the importance of finding solutions to public, health and housing problems before the next public health emergency.

3. RESULT & DISCUSSION
3.1 Correlation between housing and human need:

The correlation between housing and human needs is profound and intricate, transcending the basic concept of shelter to encompass fundamental aspects of well-being, dignity, and societal cohesion. At its core, housing addresses the most basic human need for shelter, providing a protective and secure space that shields individuals from the elements and external threats. However, the significance of housing goes far beyond mere physical protection; it is intricately intertwined with a spectrum of human needs that collectively contribute to a fulfilling and dignified life. Maslow's hierarchy of needs, a psychological theory that outlines a pyramid of human needs, places shelter and safety as foundational elements. Adequate housing directly addresses these foundational needs, offering a haven where individuals can satisfy their physiological requirements for safety, security, and protection. A stable and secure home environment provides a sense of refuge, allowing individuals to meet their basic survival needs and fostering a foundation for higher-order needs to be addressed.

Moving beyond the physiological and safety needs, housing plays a crucial role in fulfilling the psychological and emotional needs of individuals. A home is not merely a physical

structure; it is a space imbued with personal and cultural significance, representing a locus of identity, belonging, and self-expression. The psychological impact of having a place to call one's own, where memories are created, personal narratives unfold, and a sense of belonging is cultivated, cannot be overstated [19]. The absence of stable housing can lead to a sense of displacement, contributing to stress, anxiety, and a diminished sense of well-being. Moreover, housing is intricately linked to the social needs outlined in Maslow's hierarchy. The concept of belongingness and love involves the development of meaningful relationships and connections with others. A stable and secure home provides a conducive environment for fostering these social bonds, whether within a family unit, neighborhood, or community. The availability of stable housing contributes to the formation of social networks, creating a sense of community and shared identity. In contrast, homelessness or inadequate housing can disrupt these social connections, exacerbating feelings of isolation and social exclusion [20].

The correlation between housing and human needs extends into the realm of esteem needs, as articulated by Maslow. A stable and well-maintained home is not only a source of personal pride but also a reflection of one's status and achievements. Homeownership, in particular, is often associated with a sense of accomplishment and societal validation. The ability to shape and personalize one's living space contributes to a positive self-image and fosters a sense of autonomy and control over one's life. Furthermore, the role of housing in meeting cognitive and self-actualization needs is evident in its impact on personal development, creativity, and the pursuit of knowledge. A conducive home environment provides the necessary conditions for individuals to engage in educational pursuits, professional endeavors, and creative expression. Access to stable housing enhances the likelihood of individuals reaching their full potential, as it provides the stability required for long-term planning and goal pursuit. Beyond the framework of Maslow's hierarchy, the correlation between housing and human needs is also evident in the context of health and well-being. Inadequate housing, characterized by overcrowding, substandard conditions, or homelessness, is associated with a myriad of health risks. Exposure to environmental hazards, lack of sanitation, and the stress of insecure housing contribute to physical and mental health challenges. Conversely, access to safe and stable housing is a determinant of overall health, facilitating preventive healthcare practices and a higher quality of life [21].

The societal implications of the correlation between housing and human needs are substantial. Housing is a fundamental human right, recognized by international agreements and declarations. The provision of adequate housing is not merely a matter of meeting individual needs but a collective responsibility with broader implications for societal well-being. Stable housing contributes to social stability, crime prevention, and the overall resilience of communities. Conversely, inadequate housing can perpetuate cycles of poverty, contribute to social disparities, and undermine the social fabric of communities. the correlation between housing and human needs is a complex and dynamic interplay that transcends the simplistic notion of shelter. Adequate housing serves as a linchpin for fulfilling physiological, safety, psychological, social, and esteem needs, influencing individual well-being and societal dynamics. Recognizing housing as a fundamental human right is not only an ethical imperative but a pragmatic approach to fostering resilient, thriving communities. As we navigate the challenges of urbanization, economic disparities, and societal transformations, understanding and addressing the multifaceted relationship between housing and human needs becomes paramount for creating a more equitable and sustainable future for all [22].

3.2 Common constraints of affordable housing:

Affordable housing, a critical component in addressing global housing challenges, faces a myriad of constraints that impede its widespread availability and accessibility. These

constraints are complex and multifaceted, reflecting the intricate interplay of economic, social, and political factors that shape the housing landscape. One of the foremost challenges is the escalating cost of land, particularly in urban areas where demand is high. The limited availability of affordable land for housing development restricts the feasibility of cost-effective projects, pushing developers to choose between high land prices and compromising on the affordability of the final units. Additionally, stringent zoning regulations and land-use policies can further exacerbate this challenge, creating barriers to the efficient use of available land for affordable housing initiatives. Financing poses another significant constraint, as the upfront costs associated with land acquisition, construction, and infrastructure development often exceed the financial capacity of both developers and potential homeowners. Traditional financing models may not align with the needs of affordable housing projects, and the perceived risk associated with these initiatives can result in higher interest rates, further limiting affordability. Public-private partnerships and innovative financing mechanisms are emerging as potential solutions, but addressing the financing constraints requires a comprehensive approach that engages various stakeholders in the housing ecosystem.

Regulatory hurdles and bureaucratic processes present formidable obstacles to the timely and cost-effective development of affordable housing. Cumbersome permitting procedures, lengthy approval timelines, and a lack of standardized regulations contribute to delays and increased costs, deterring potential developers from engaging in affordable housing projects. Streamlining regulatory frameworks and adopting transparent, efficient approval processes are crucial steps in overcoming these constraints and facilitating the faster delivery of affordable housing solutions. Inadequate infrastructure and services in certain areas present challenges for affordable housing development. Municipalities may lack the necessary infrastructure, such as roads, water supply, and sanitation, in areas suitable for affordable housing projects. The cost of extending infrastructure to these locations can be prohibitive, impacting the overall affordability of the housing units. Addressing this constraint requires strategic urban planning and investment in infrastructure that anticipates the growth of affordable housing developments.

Social stigma and community resistance pose additional challenges to the implementation of affordable housing projects. NIMBYism often arises when communities oppose the construction of affordable housing in their vicinity due to concerns about property values, perceived negative impacts, or preconceived notions about the potential residents. Overcoming this constraint involves community engagement, education, and fostering a broader understanding of the social and economic benefits of affordable housing for all members of society.

The availability of suitable and affordable construction materials is a constraint that influences the cost-effectiveness of affordable housing projects. Fluctuations in material prices, scarcity of certain building components, and the reliance on conventional construction methods can hinder efforts to maintain affordability. Exploring alternative building materials, innovative construction techniques, and sustainable practices can help mitigate these constraints and contribute to the creation of more cost-effective and environmentally friendly affordable housing solutions.

The global economic landscape and market conditions also impact affordable housing initiatives. Economic downturns, fluctuations in interest rates, and market instability can affect the financial viability of affordable housing projects, making them vulnerable to economic constraints beyond the control of developers and policymakers. Implementing resilient and adaptable strategies that account for economic uncertainties is essential in overcoming these challenges and ensuring the continued viability of affordable housing efforts. the constraints

facing affordable housing are multifaceted and interconnected, reflecting the intricate challenges inherent in addressing the complex issue of housing affordability. Tackling these constraints requires a comprehensive and collaborative approach that involves policymakers, developers, communities, and other stakeholders. By addressing land availability, financing mechanisms, regulatory frameworks, infrastructure development, social perceptions, and economic considerations, society can work towards fostering a more inclusive and sustainable approach to affordable housing.

3.3 The design brief of housing:

The design brief for housing encompasses a comprehensive set of parameters and considerations that guide the planning and execution of residential structures. It serves as a foundational document, outlining the objectives, constraints, and aspirations for a housing project. In essence, the design brief functions as a roadmap, providing clarity and direction to architects, designers, and stakeholders involved in the creation of living spaces. First and foremost, the design brief articulates the overarching goals of the housing project. These goals may include creating a sustainable and energy-efficient living environment, fostering a sense of community, addressing specific demographic needs, or integrating innovative design concepts. The identification of project goals establishes a clear vision, aligning the design process with the intended outcomes for the residents and the surrounding community.

Considerations of functionality and spatial efficiency are paramount in the design brief. The document outlines the required spaces and their functionalities, ensuring that the housing units are designed to accommodate the needs of the residents. Factors such as the number of bedrooms, bathrooms, living spaces, and storage areas are defined, with an emphasis on optimizing the use of space to create comfortable and liveable homes. Accessibility and inclusivity are integral components of the design brief. Ensuring that housing units are accessible to individuals with diverse abilities and addressing the needs of different age groups are critical considerations. The design brief may include specifications for features such as ramps, elevators, wider doorways, and adaptable spaces, reflecting a commitment to creating inclusive living environments that cater to a diverse range of residents.

Sustainability and environmental considerations feature prominently in modern housing design briefs. From energy-efficient design elements to the use of eco-friendly materials, the document outlines a commitment to minimizing the environmental impact of the housing project. Incorporating green spaces, water conservation measures, and energy-efficient technologies align with contemporary principles of sustainable design, contributing to both environmental stewardship and the long-term affordability of the housing units. Aesthetics and architectural style are also addressed in the design brief, reflecting the desired visual identity of the housing project. Whether the aim is to seamlessly integrate with the surrounding urban fabric, adopt a modern architectural style, or incorporate cultural and historical influences, the design brief provides a framework for creating a visually appealing and harmonious built environment. Community and social considerations play a significant role in the design brief for housing. The document may articulate a vision for communal spaces, recreational areas, and facilities that encourage social interaction among residents. Emphasizing the creation of a sense of community fosters an environment where residents can connect, collaborate, and build a shared living experience. Financial constraints and budget considerations are critical components of the design brief.

The document outlines the financial parameters of the project, specifying the allocated budget for construction, materials, and other associated costs. Striking a balance between the

envisioned design and budgetary constraints ensures the feasibility and economic viability of the housing project. Flexibility and adaptability are essential aspects of a forward-thinking design brief. Anticipating future needs and demographic changes, the document may encourage design solutions that allow for the adaptation of housing units over time. This forward-looking approach ensures that the housing remains relevant and functional in the face of evolving societal trends and requirements. the design brief for housing serves as a foundational document that encapsulates the goals, parameters, and values of a housing project. It guides the design process, influencing decisions related to functionality, aesthetics, sustainability, community, and budget. A well-crafted design brief not only sets the stage for the creation of functional and aesthetically pleasing living spaces but also reflects a commitment to addressing contemporary challenges and fostering inclusive, sustainable communities.

4. CONCLUSION

The intricate relationship between adequate housing and individual well-being, encompassing both physical and financial dimensions, underscores the pivotal role that housing plays in shaping the quality of human life. Beyond the rudimentary concept of shelter, housing emerges as a fundamental determinant of physical health, providing a secure haven that safeguards against environmental hazards and fosters overall well-being. The psychological significance of having a stable and comfortable home further enhances mental health, contributing to a sense of security, identity, and belonging. The correlation extends into the economic realm, where access to affordable and secure housing is a linchpin for financial stability. Housing costs significantly impact an individual's budget, and the affordability and stability of housing directly influence the allocation of financial resources to other essential needs. Moreover, the concept of homeownership, often intertwined with financial aspirations, represents a pathway to wealth accumulation and long-term economic stability. As societies grapple with the complex challenges of urbanization, economic disparities, and social justice, recognizing the crucial role of adequate housing becomes imperative. Policies and initiatives that prioritize the provision of safe, affordable, and inclusive housing contribute not only to individual well-being but also to the resilience and cohesion of communities. The intersection of physical and financial well-being within the realm of housing reinforces the understanding that a secure and dignified home is not only a basic human right but a cornerstone for building healthy, prosperous, and sustainable societies. Embracing this holistic perspective on housing underscores its significance as a catalyst for individual and collective flourishing in the dynamic tapestry of human existence.

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