

d-lane publications
d-lane Veröffentlichungen

"d-lane" project
www. germany and India.com, 01. 2013

"Capturing Koregaon Park lane's aesthetics", Rajesh Rao
DNA, Pune, 14.01.13

"Street Smart"
Indian Express, Pune, 15.01.13



EXHIBITIONS

"D-lane" project




FREE ENTRY

Come and visit the
INDO-GERMAN URBAN MELA
11TH - 20TH January 2013, 10 am - 10 pm
Deccan College Ground, Pune

PUNE 11 Jan 2013 to 20 Dec 2012 [Click to view details](#)

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Venue	Deccan College Ground, Deccan College Road, Yerawada
Opening Time	10:00 AM
Entry	All are welcome!

The project is a workshop starting in 2012 and portrays the people who are living and working on the "D-Lane" in Pune. The exhibition shows the life in an Indian city.

On 1100 meters, people of different social classes live side by side. The street, partly running parallel to the river, is depicting a complex picture of the city, its people, their environment, activities and professions. With portraits of individuals and groups this variety should be shown on behalf of the entire city.

The stories and destinies of the residents, medical doctors, craftsmen, salesmen, mobile teashops, slum inhabitants and many more depict this urban area.

Beside the exhibition the project will be published as an e-book including an own website starting January 2013. The project is an official part of the "Germany-and-India: Infinite Opportunities" project.

The students participating at the workshop are from different semesters of the design at the MIT.

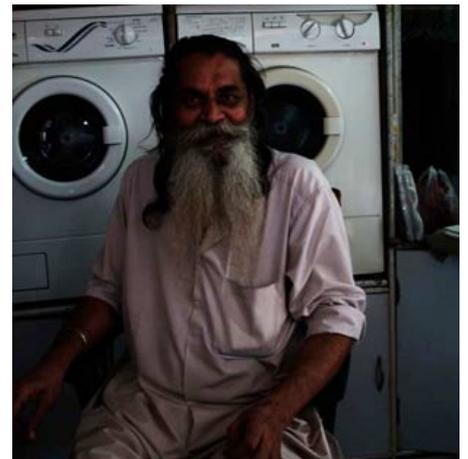
The exhibition displaying a vivid portrait of the city consists of photo panels, video sequences, text boards and sound documents. The exhibition is planned to be continued at galleries in Germany and India.

Information about artists

Markus Heinsdorff: The Munich installation artist has been a visiting scholar for arts for several years at various Asian universities. In spring 2011, the German Foreign Office commissioned Markus Heinsdorff to develop textile pavilions as buildings of art which are exhibited in five Indian cities under the title "Germany and India - Infinite Opportunities (Urban Mela)" from November 2011 until the end of 2012.

Dhimant Panchal, Prof. and Director at MAEER's MIT Institute of Design is a graduate of a premier institution, the National Institute of Design (NID) Ahmedabad. He graduated in the year 1980 in Industrial Design stream (Product Design discipline). He is one of India's foremost design educators with a 32 year experience as a design faculty at various leading design institutes in India. He is currently the Director of the MAEER's MIT Institute of Design in Pune.

Pritharshv Pushkar, Asst. Prof. Retail & Exhibition design at the MAEER's MIT Institute of Design studied product design at the National Institute of Design, Ahmedabad. He has been an art and creative director at many different



companies among them the Times of India, India's largest media organization. He has also been a production designer; mainly on the 9 time Emmy Award winning reality series The Amazing Race. He supervises the D-LANE workshop.


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INFINITE OPPORTUNITIES | GERMANY + INDIA 2011-2012

Capturing Koregaon Park lane's aesthetics

Rajesh Rao

Looking at the urban events within cities in the context of urbanisation and growth, a team of 17 students from Pune's MIT Institute of Design (MITID) undertook a project of looking into a 1.2-km stretch of a lane in city's Koregaon Park, exploring the area's various developments between past and present in a photo reportage format.

Around 10,000 photographs, numerous interviews

and countless conversations formed the basis for an exhibition that is being showcased at the ongoing Indo-German Urban Mela (IGUM), solely designed by the students and the faculty of MITID.

The D Lane project came up during a conversation with Markus Heinsdorff, an installation artist and designer from Germany and professor Dhimant Panchal, director, MITID. An installation artist for the ongoing IGUM pavilions in Pune, Heinsdorff is also work-

ing on the city's space concept.

Head (retail and exhibition) at MITID, professor Pritharshiv Pushkar, said, "We then decided to look into the 1.2-km stretch of a lane within the confines of Koregaon Park, exploring relationships between the present and the past of memories and matter. Our team examined the unique aesthetic being formed within the lane due to urbanisation and the addition of new demographics. We explored the broad spectrum of mechanical,

natural, human and divine universes within the confines of daily existence. We looked into the symbiotic relationships that developed between people and between vocations." He further informed that the whole project was completed within one month.

The future plan is to convert the entire data created for the D Lane Project into a publication as a reference material for future urban space studies. MITID is also looking to similar collaborations in the future.



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INFINITE OPPORTUNITIES | GERMANY + INDIA
2011-2012

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Capturing Koregaon Park lane's aesthetics

DNPUN56003 | 1/14/2013 | Author : Rajesh Rao | WC :277

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DNA Education



Looking at the urban events within cities in the context of urbanisation and growth, a team of 17 students from Pune's MIT Institute of Design (MITID) undertook a project of looking into a 1.2-km stretch of a lane in city's Koregaon Park, exploring the area's various developments between past and present in a photo reportage format.

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INFINITE OPPORTUNITIES | GERMANY + INDIA
2011-2012

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Street Smart

MIT Institute of Design displays photographs
of a road in Koregaon Park showcasing
the changing cityscape

