

Red Earth Design Mela: the most fun way to discover & celebrate design!

*R*ed Earth Design Mela is an intimately curated design fair where ‘design people’ converge to engage with the burgeoning multiple practices of contemporary Indian design – as design makers, consumers, and as design lovers.

The format is inspired by traditional Haats, where the market is not just a place for commercial exchange, but also a meeting point for the maker and the consumer. Design patrons get a peek into the magical world of the designers; and the designer’s practice is enriched with this direct interaction with their audience.

Acknowledging the diversity of contemporary Indian design experience, we hope to engage with diverse design media. In the process, we would also like to push the envelope with regards to what constitutes ‘design’. Featuring conventional design mediums – like fashion and product design; but also crossing over to the realms of the arts and crafts; and other aspects of lived culture like food, music, festivals– Red Earth Design Mela will straddle many worlds, and revel in the meeting of diverse ideas.

The symbiotic universes of creativity and functionality co-exist here. Age old heritage-based artistic practices that are constantly evolving; and fresh-innovative-cutting edge-out of the box-here and now design – these universes come together here in a fascinating number of ways – all geared towards creating ‘rasa’. We hope to create ever changing dynamic new and rich conglomerations of contemporary Indian visual cultures – classical, rural, urban, folk, modern, post-modern and in between...

Like a large part of our work, the Design Mela brings together traditional Indian seasonal aesthetics and contemporary creativity across disciplines. Linked to our festivals, the Mela will have several editions per year, typically occurring at our spring, monsoon and winter festivals.

*F*eaturing a mix of independent talent, both established and emerging, we hope to encourage processes and not just products. While there is no strict mandate on the design featured, we do of course have a soft spot for sustainable design practices.

We hope that this new endeavour will herald a longer engagement with design and creative practice, and result in the forming of bridges; and in the long term, lead to the creation of resource banks in the ever growing field of Indian design. A very heartening fallout of some of the previous design melas has also been the lovely camaraderie that blossoms between the designers themselves, and we treasure this so much....

*Himanshu Verma / Red Earth
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