

FINAL IDEA

TIMELESS REFLECTIONS

cultural symbols in current visuals

PROJECT BRIEF

Title:

TIMELESS REFLECTIONS

Objective:

To preserve and celebrate the Newari Culture by creating the symbols inspired from the festival 'Machindranath Jatra'. By creating this symbols by this rich cultural event, the story behind the festival, the story behind people's behaviour translating them into a visuals. Demonstrating how our traditions, our activities, our rituals can be reimaged through symbols and visuals in a contemporary forms to keep our

heritage alive. Additionally, it addresses the influence of consumer culture, which often prioritizes trends over heritage. By integrating cultural elements into modern designs, the project seeks to add value to traditional symbols, making them relevant and engaging in today's consumer-driven market. This approach ensures that cultural heritage remains appreciated and connected to contemporary lifestyles.

Target Audience

Age: 16-45

Location: Urban areas, primarily in the UK but with global relevance

Interests: Art and design enthusiasts, sustainability advocates, cultural preservationists, individuals interested in heritage and contemporary fusion.

Process

Research and Inspiration:

Newari Culture: Research on traditional Newari motifs, icons, and art forms, focusing on mandalas, festivals, and daily life.

UK Culture: Exploring the culture of sharing, thrift shops, and the sustainability movement in the UK.

Personal Experiences: Reflecting on my personal memories and family practices related to sustainability.

Design Elements:

Symbols: Simplified, minimal representations of traditional elements.

Color Palette: Black, yellow and pink along with other combinations that resonate with both contemporary style and Newari heritage.

Typography: word in nepali but written in Newari Scripti (Ranjana Lipi) to emphasize cultural authenticity.

Subject
Knowledge

+ **T**echnical
Competence

Rato Machindranath Jatra



>>construction
for chariot every
year<<



>>during
1950s<<



The Machindranath Jatra, also known as the Rato Machindranath Jatra, is a major festival in the Newari community. This festival, held in the Kathmandu Valley, is a vibrant display of Newari culture and spiritual devotion. The festival is held in honor of the deity Machindranath, who is believed to be the god of rain and harvest, and is widely celebrated by the Newars and other communities.



Key Elements of Machindranath Jatra:

Chariot Procession: A massive chariot, intricately decorated and carrying the idol of Machindranath, is pulled through Patan's streets, accompanied by music, dances, and traditional ceremonies.

Community Participation: The festival is a collaborative effort, with various Newari communities contributing to different aspects of the event. It represents unity and cultural continuity.

Rituals and Offerings: Various religious rituals, including the offering of food, flowers, and other items, are performed to honor the deity and seek blessings.

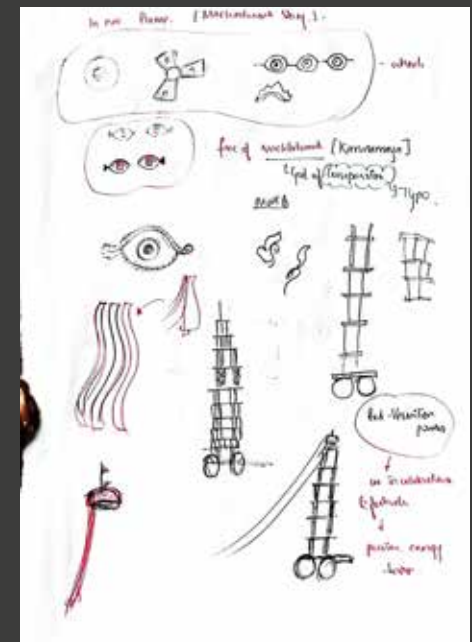
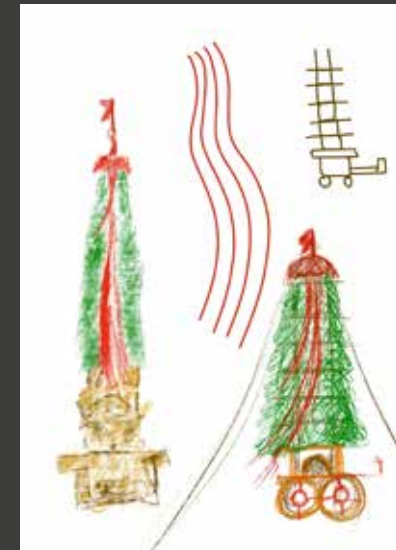
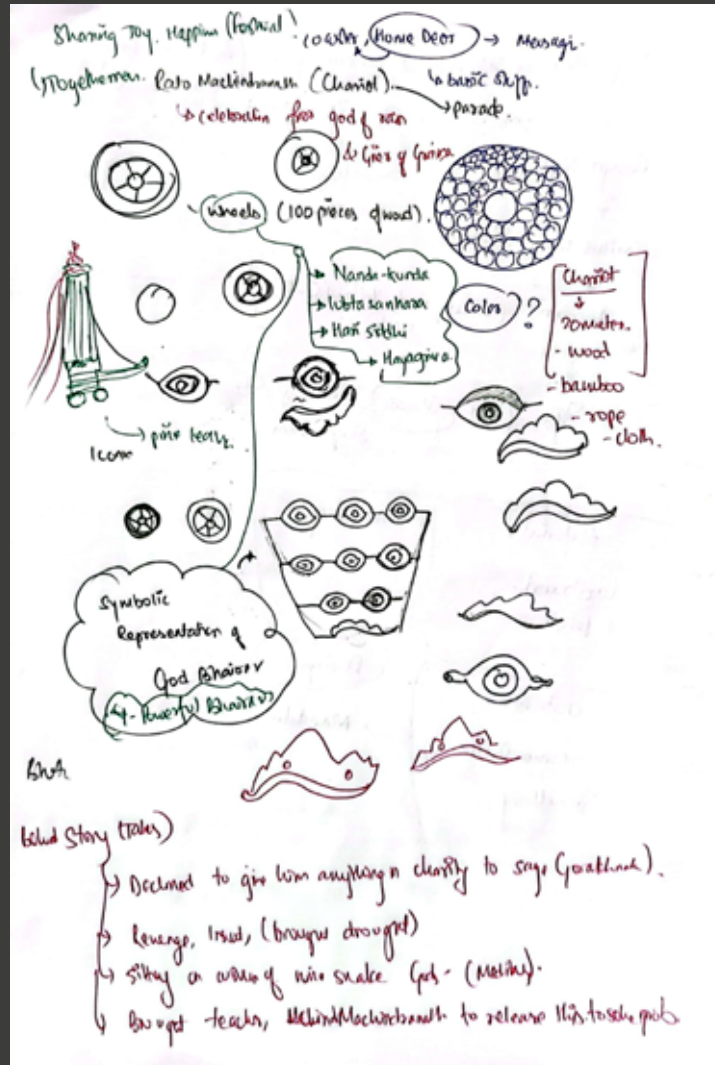


To start off ,

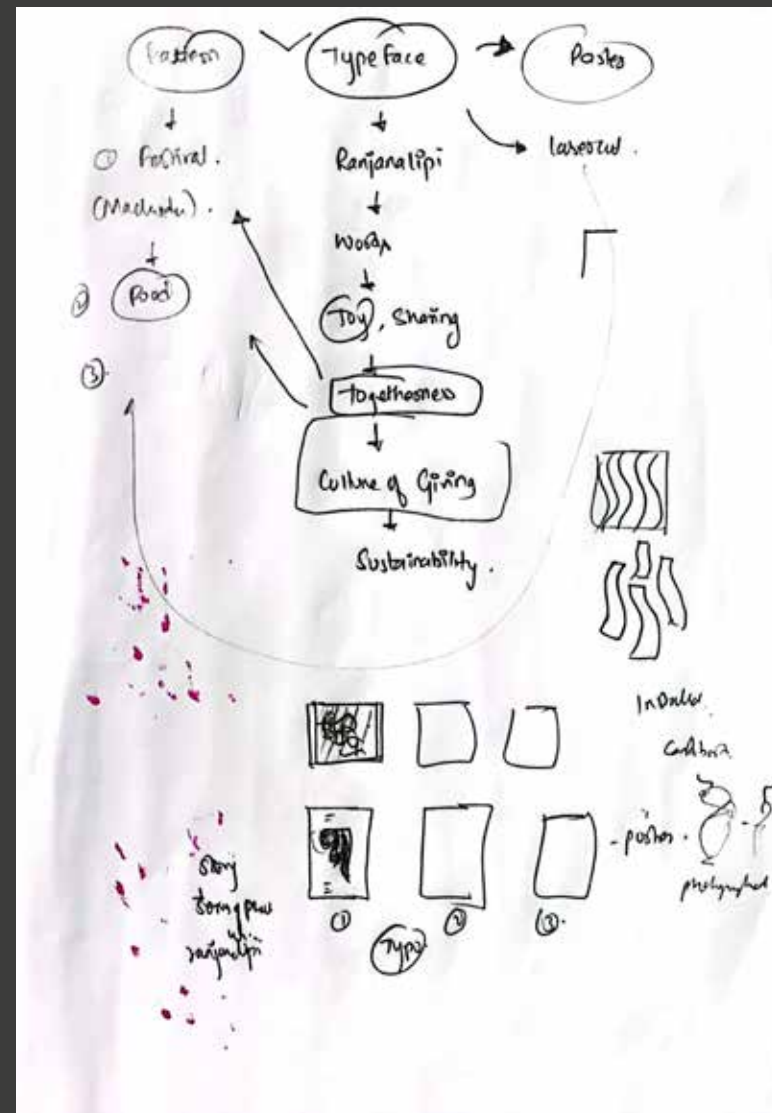
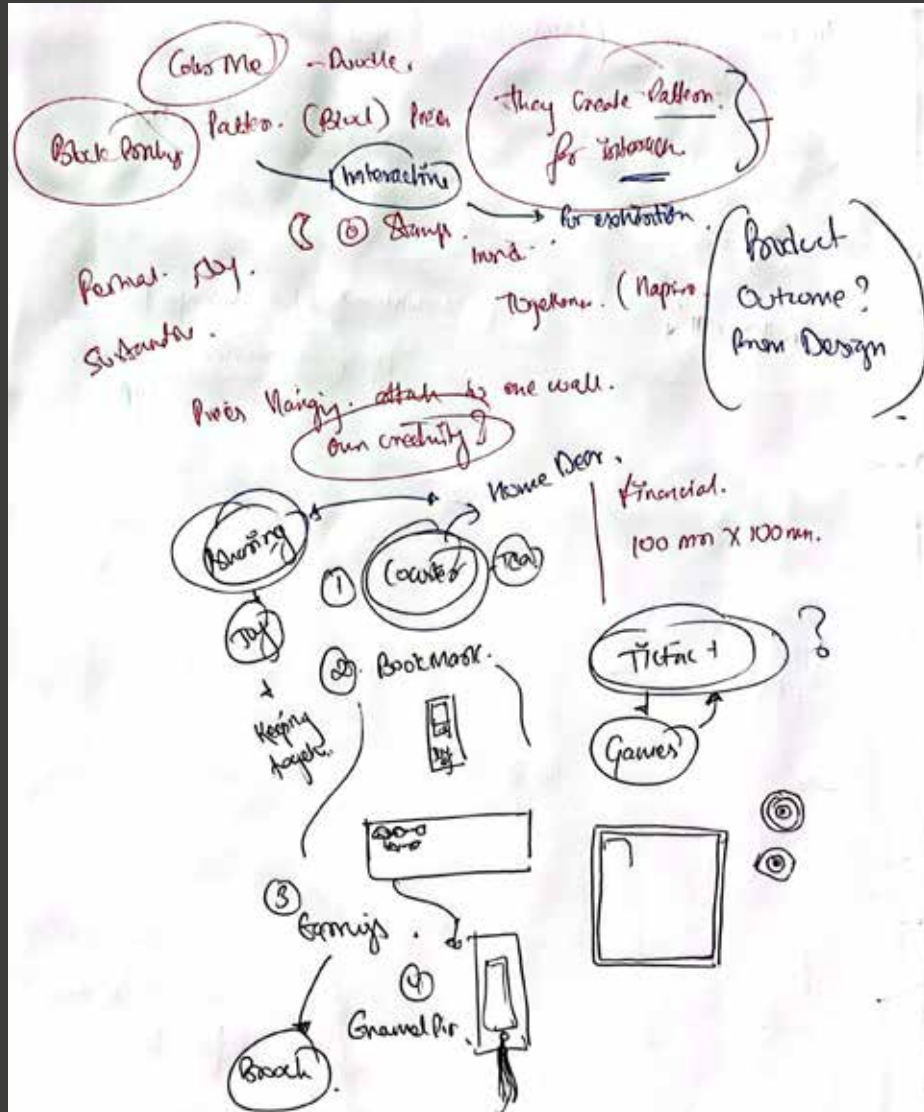
I created the list of symbols derived from the festival 'machindranath jatra' a huge festival in our country each representing aspects such as joy, unity, strength, and celebration.

These symbols are:

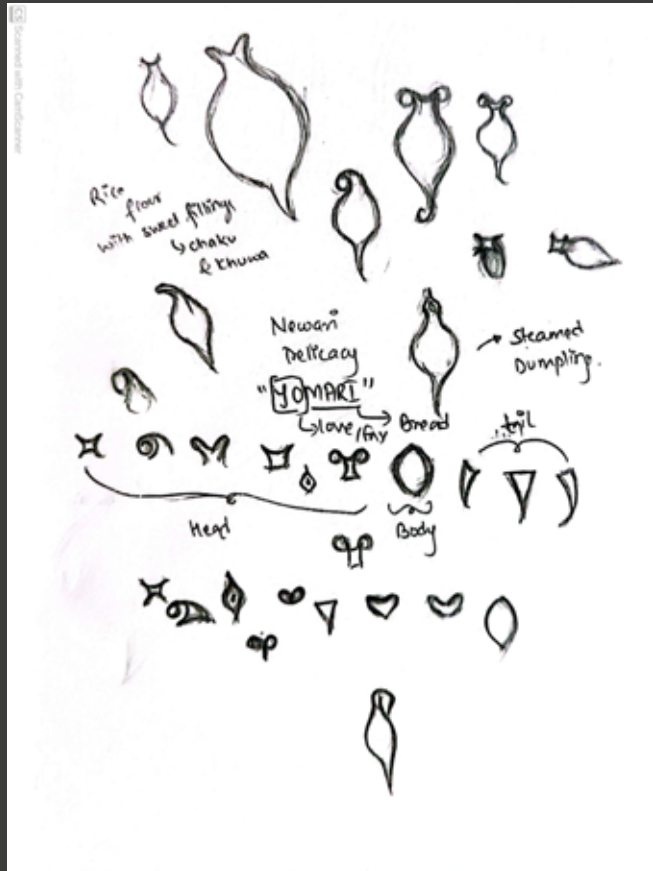
1. Wheel of Chariot
2. Eye of Wheel of Bhairav
3. Fist Holding Rope
4. Bamboo Pine Leaf Knot
5. Dhalucha (Lamp)
6. Temple
7. Suku Bhwoe (Feast)
8. Dhimaye (Instrument)
9. Chariot Red Drape



Sketches, Ideation



Sketches for Symbols



Topology: 'Place' 'location' 'study' → part of mathematics
 properties of geometric object, preserve under continuous deformation.
 (stretching) (twisting) (compressing) (bending)
 Deform one shape to another.

Fractal: Geometric shape containing detailed structure

Never ending PATTERN

Infinite complex patterns.

self-similar across different scales.

repeating over & over.

ongoing loop.

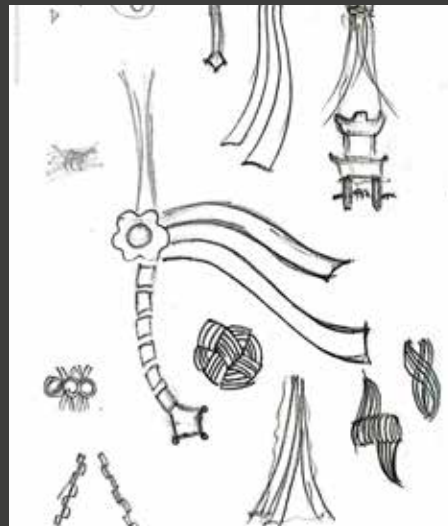
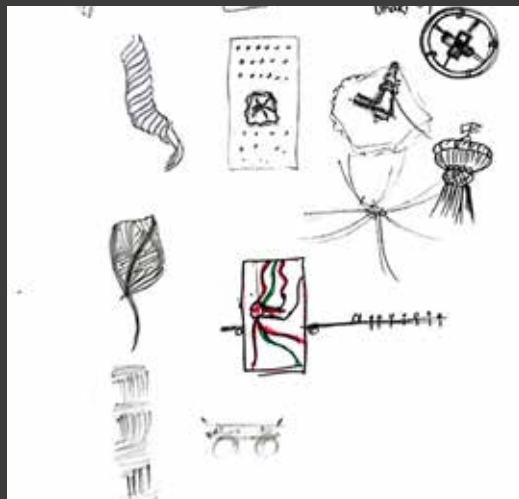
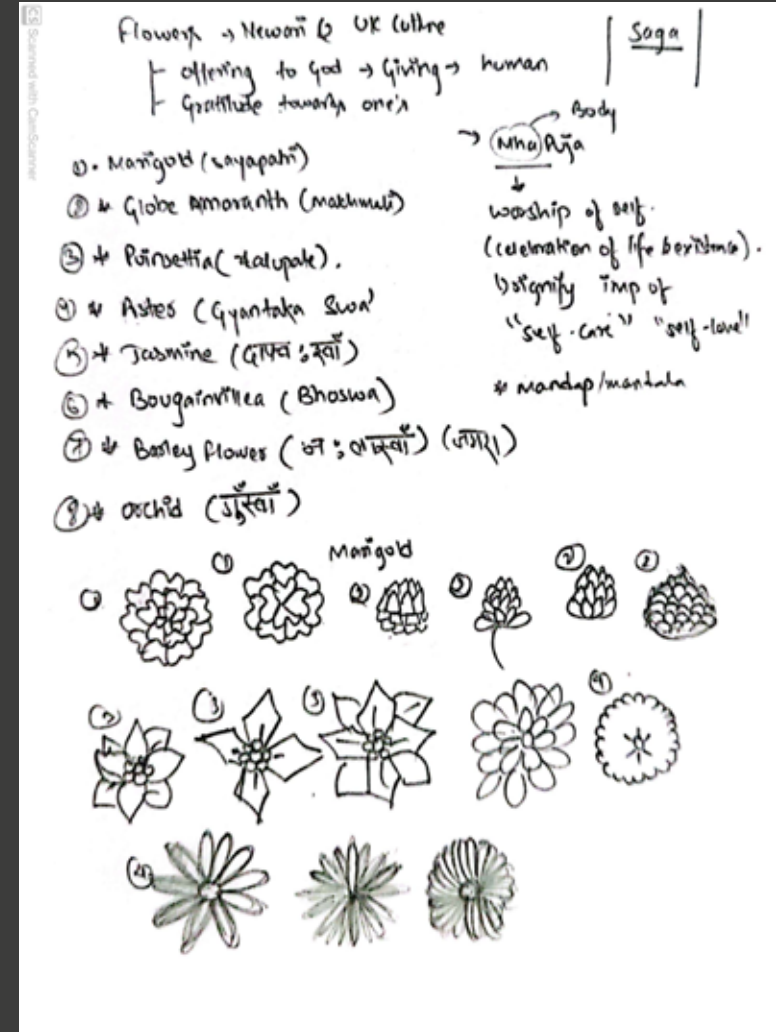
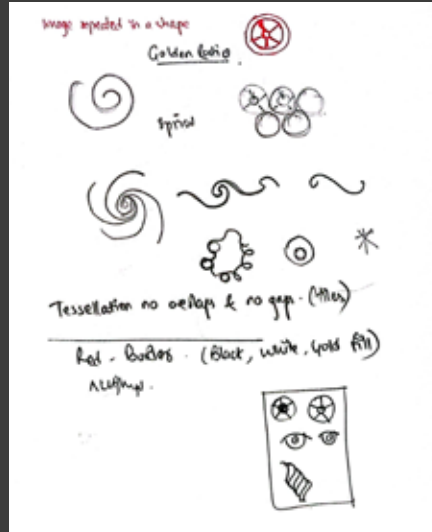
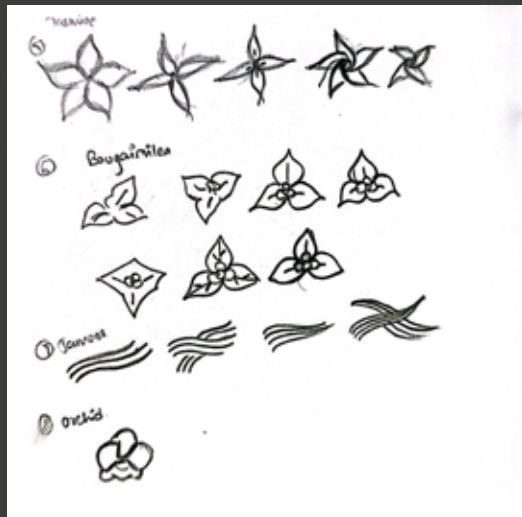
Nature full of fractals.

→ trees → coastlines → clouds → snowflakes

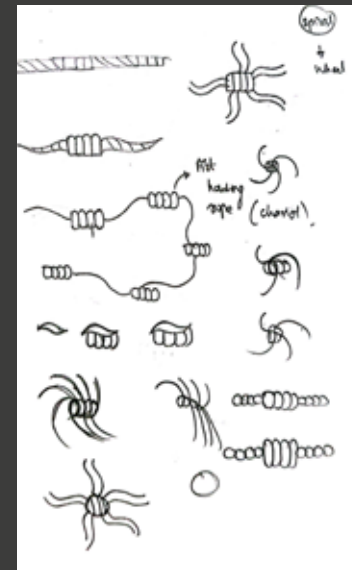
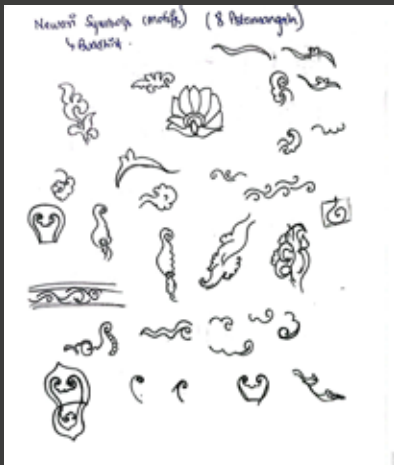
Who termed [Benoit Mandelbrot]

• fern • nautilus shell • snowflake

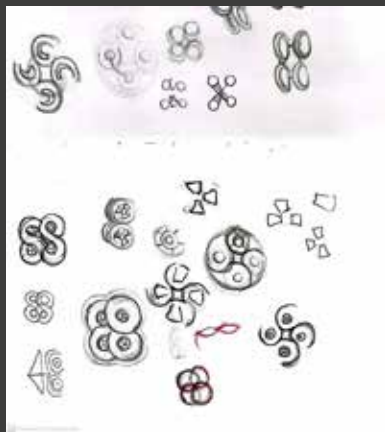
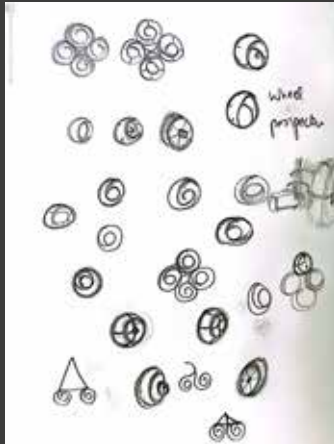
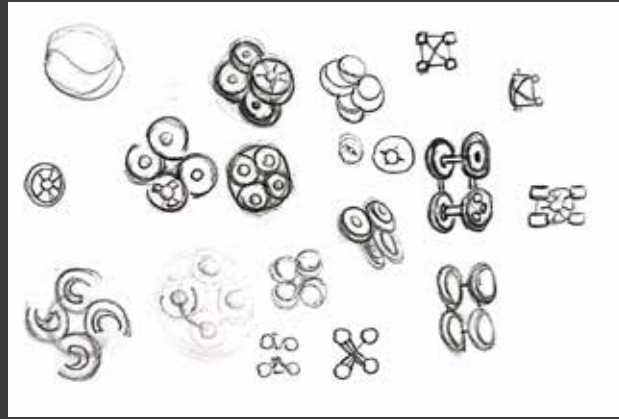
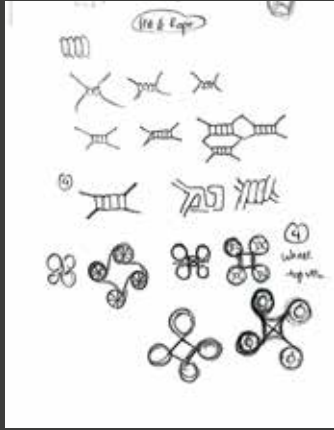
Sketches for Symbols



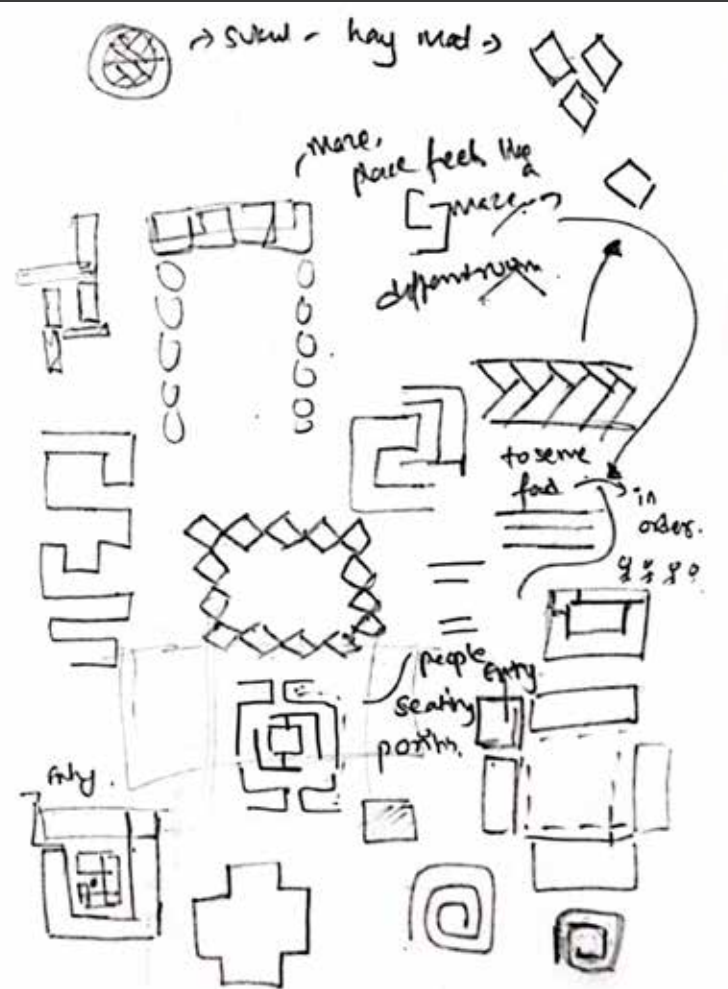
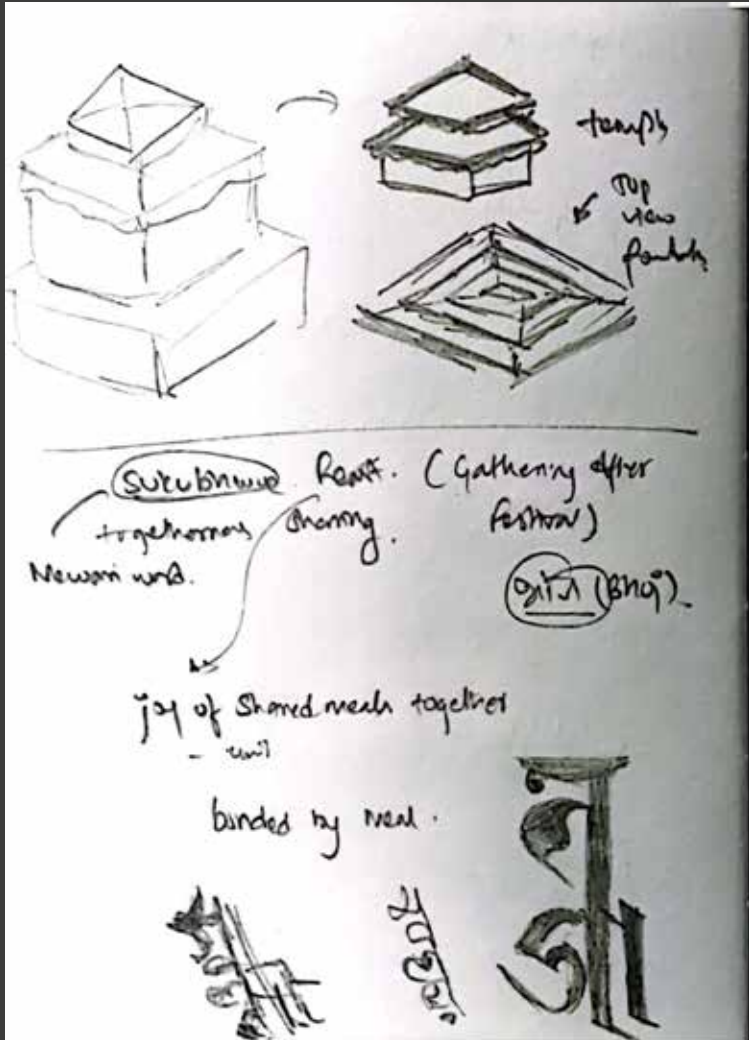
Sketches for Symbols



Sketches for Symbols



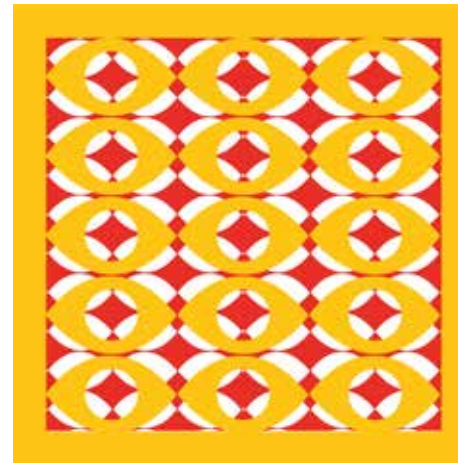
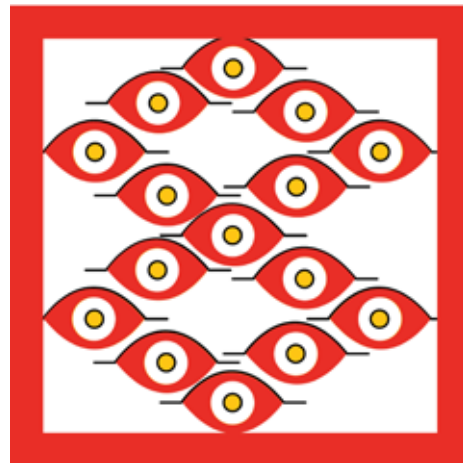
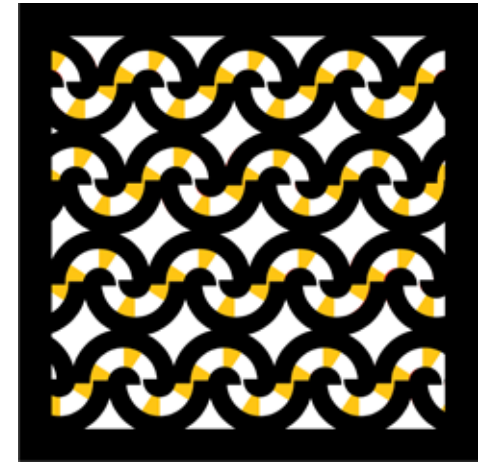
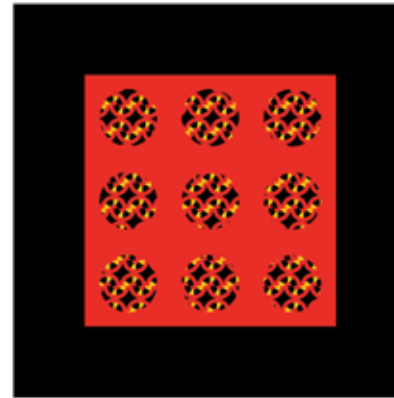
Sketches for Poster



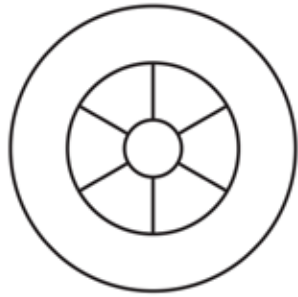
Digital Phase

I was trying to create the patterns directly and i was so stuck in the initial phase so with the help of sketches it helped me alot about how should i create.



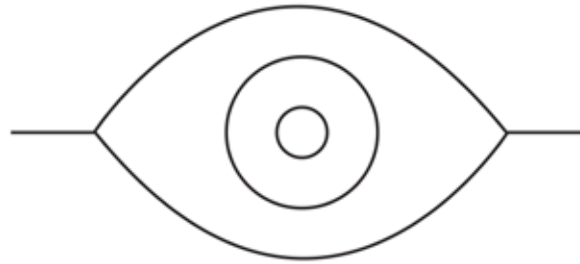


Creating these patterns where fun but I couldnot connect anything to it so tried othe approach for my designs.



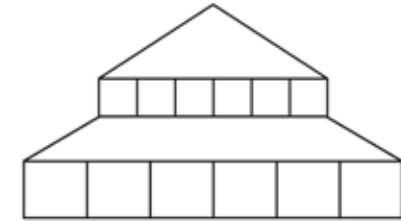
1. Chariot Wheel

The chariot wheel is a powerful symbol of movement and journey. In the context of the Machindranath Jatra, it represents the annual pilgrimage and the cyclical nature of life. It reminds us that life is a journey, full of twists and turns, and that progress is made through collective effort and determination.



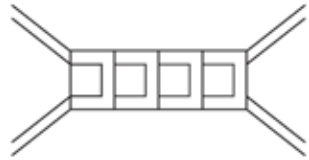
2. Third Eye 'Bhairav'

The eye of Bhairav is a symbol of vigilance and protection. Bhairav, a fierce manifestation of Lord Shiva, watches over the community, safeguarding them from harm. This symbol highlights the importance of divine protection and the spiritual watchfulness that is a cornerstone of Newari culture.



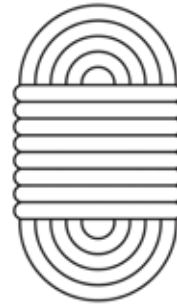
3. Temple 'Mandir'

The temple symbolizes the foundation of faith and tradition. Temples are the heart of Newari communities, serving as centers for religious and social activities. This symbol emphasizes the role of faith as the cornerstone of cultural identity and community life.



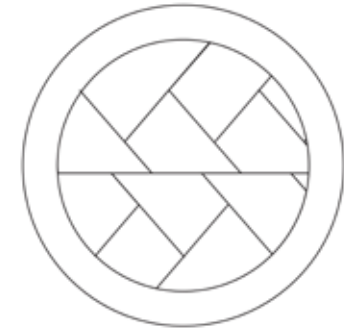
4. Fist holding rope

A fist holding a rope signifies strength, unity, and collective effort. During the Jatra, pulling the chariot requires the combined strength of the community, symbolizing how unity and collaboration can achieve great feats. This symbol celebrates the power of togetherness and communal harmony.



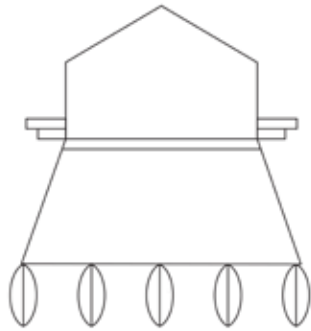
5. Bamboo Pine leaf Knot

The knot made from bamboo and pine leaves represents resilience and interconnectedness. Bamboo and pine are both strong and flexible, qualities that are essential for the community's endurance. This symbol reflects the intertwined lives of community members and their ability to withstand challenges together.



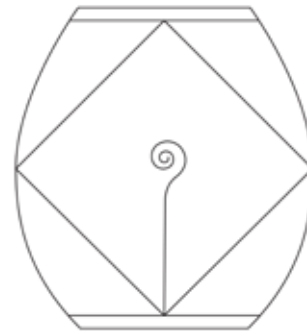
6. Feast 'Sukubhwoe'

Suku Bhwoe represents the communal feasts that follow the Jatra, celebrating togetherness and abundance. These feasts are not just about food but about sharing joy and reinforcing social bonds. This symbol celebrates the spirit of hospitality and community.



7. Hanging lamp 'Dhalucha'

The lamp, or Dhalucha, signifies light, hope, and guidance. During the festival, lamps illuminate the streets, representing the light of knowledge and the dispelling of darkness. This symbol underscores the importance of enlightenment and spiritual clarity in Newari culture. Always light up early morning and evening.



8. Instrument 'dhimay'

The 'Dhimay' is an emblem of joy and celebration. Its rhythmic beats are the soundtrack of the Jatra, energizing people who pull the chariot, to the visitors and spectators alike. This symbol captures the essence of cultural festivities and the joy that music brings to communal gatherings.



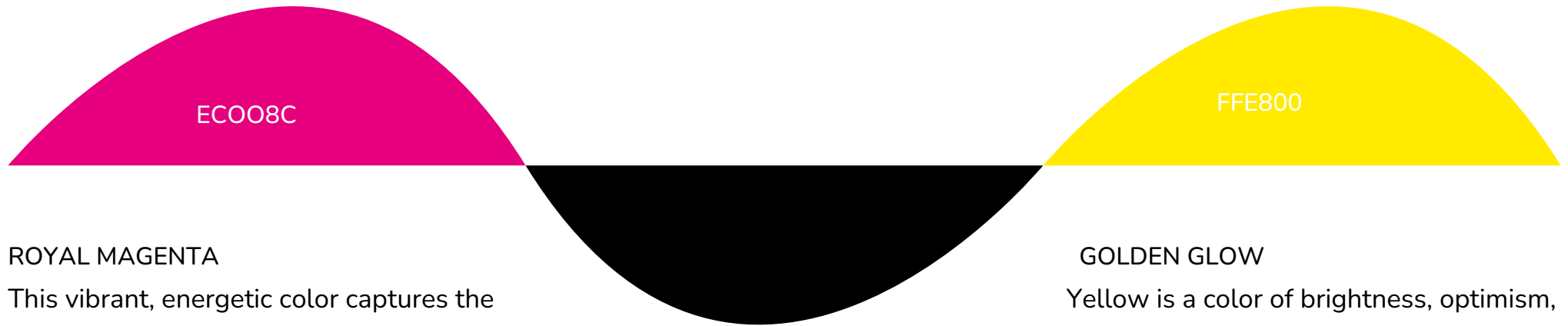
9. Red drape

The red drape on the chariot is a symbol of reverence and festivity. Red, a color of auspiciousness in Newari culture, signifies protection and sacredness. With the movement of wind and when the chariot is pulled the flow of red drape shows its own beauty to chariot.

Color Palette

moodboard helped me out

POP . VIBRANT . FUN



ROYAL MAGENTA

This vibrant, energetic color captures the essence of celebration and joy inherent in the Machindranath Jatra festival. Pink is often associated with warmth, love, and cultural festivities. It brings a modern and youthful touch to the traditional elements, symbolizing the fusion of the old and new.

GOLDEN GLOW

Yellow is a color of brightness, optimism, and enlightenment. It represents light and hope, much like the Dhalucha lamp used in Newari culture. Yellow is also traditionally associated with spirituality and religious rituals, making it a perfect complement to the cultural themes for my project

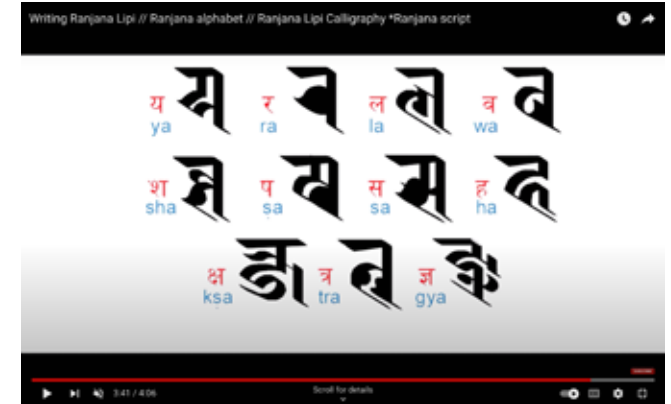
spectrum of vibrant heritage

Typography

For Poster design main was Ranjana Lipi. I learned it through video tutorials, how to write it in Kutakshar which was a bit tricky for me as I haven't done it before. To balance my poster design I chose font: Noto Sans as it has clarity and readability, work as a complementary contrast, modern aesthetic feeling.

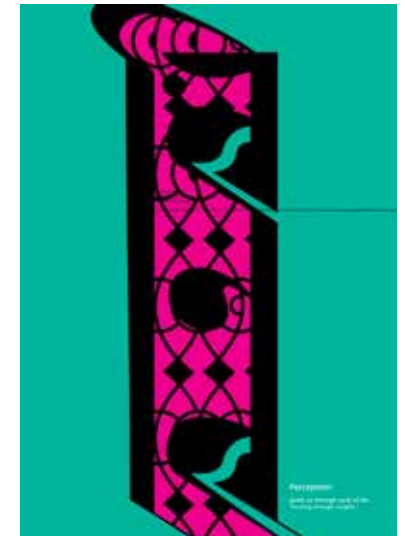
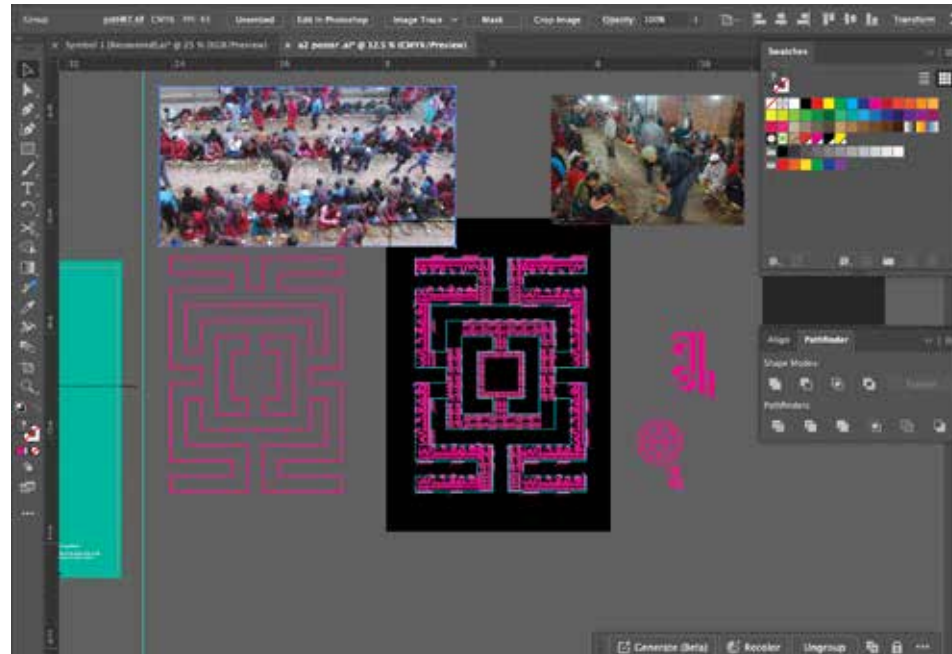


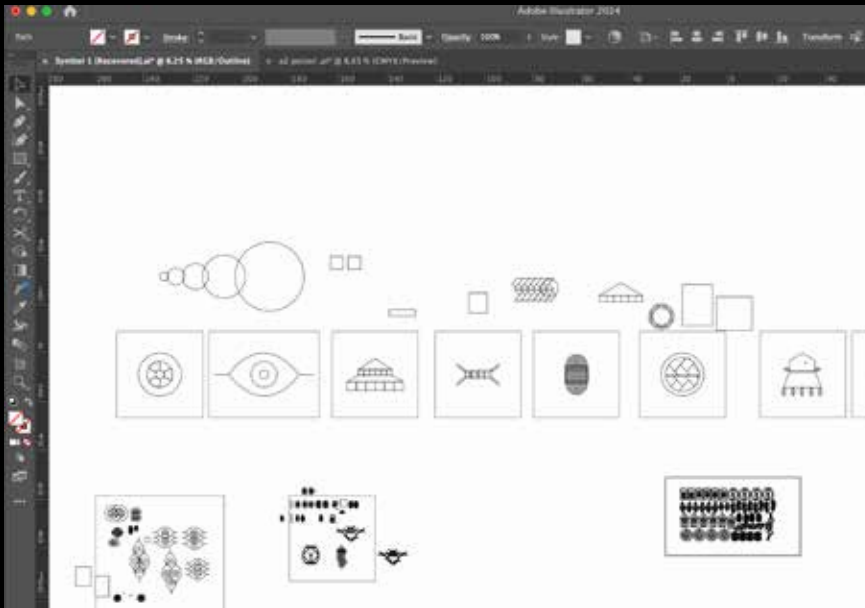
Learned the Ranjana Lipi from video tutorials given by Calligraphy jatra, Anant and Sunita.



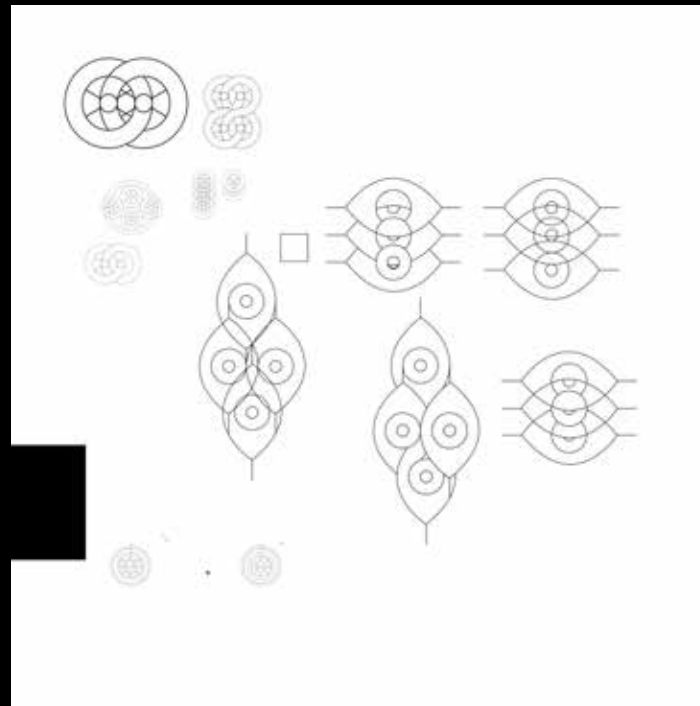
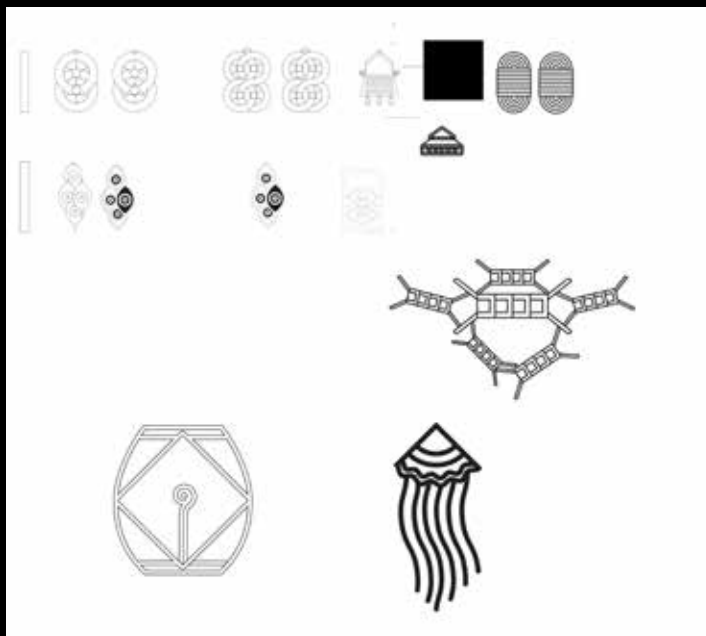
For title, body text and tagline for my poster I used only one style i.e. NOTO SANS regular as I learned during the workshop with Paul, the less stylization with font makes design more clean and visible and gives hierarchy.

poster design layout getting inspired by the real on going experiences. for example for this poster this was for suku bhwoe one which was inspired by the seating arrangement during feast where it feels like a maze but the guest are served the food accordingly.so that no one get missed

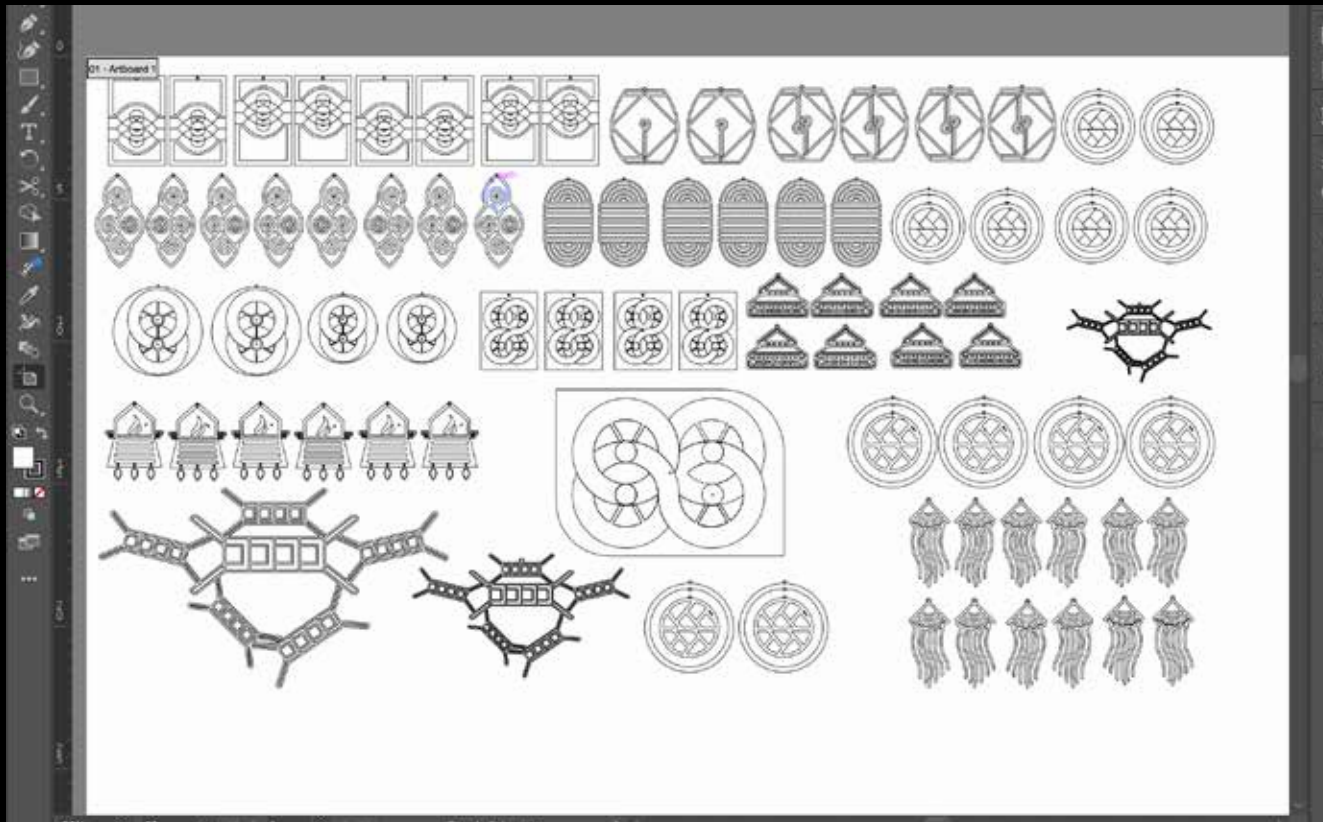




While working on symbols and creating poster I used the fibonacci sequence which helped me out to create symbols and poster layout more easily.

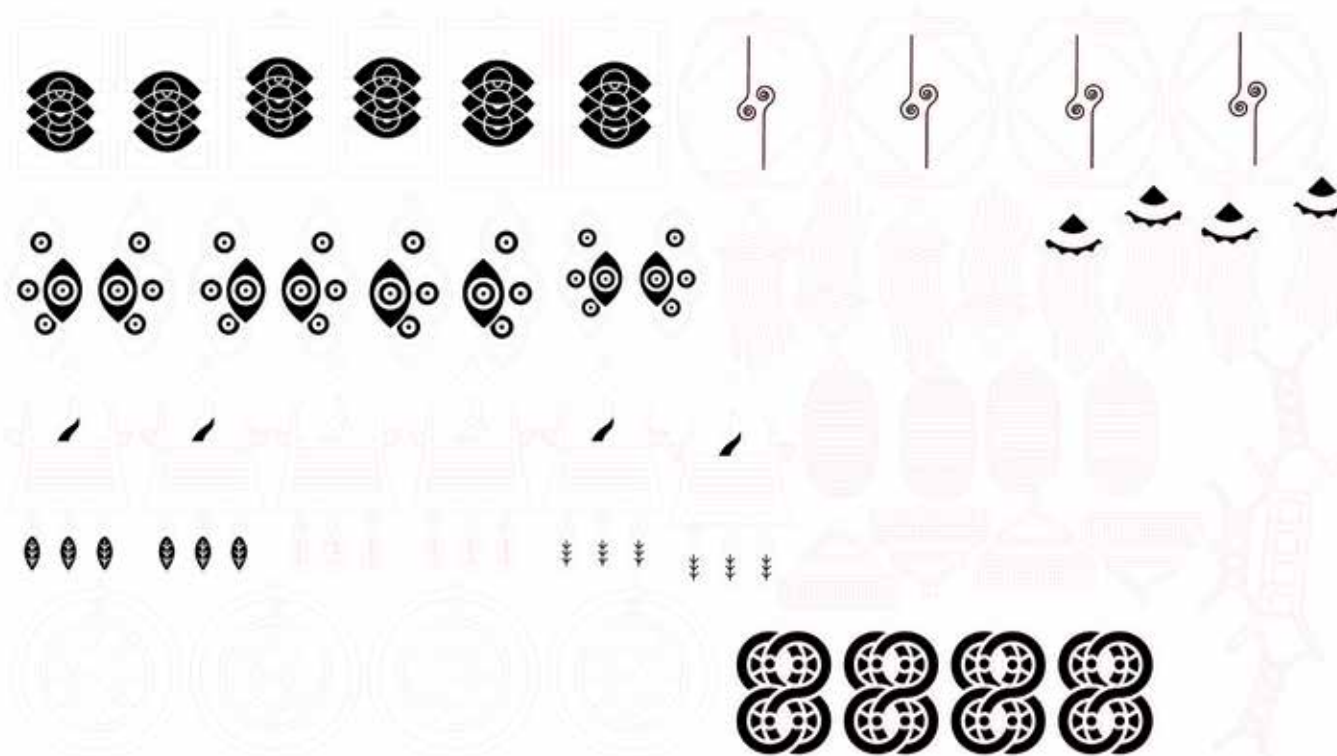


For LaserCut Layout



First Layout for lasercut, I did it on quarter because too expensive for full sheet so I thought of making earring designs out of symbols. While creating the layout it was confusing in the beginning as the cut part should outline with red with pt size 0.001 and where the black line is only outlined whereas if its full then its engraved. With this technique I did this on eye designs which turned out preety well but the wheel one and didnt came out what i thought so I re arranged the file again.

For LaserCut Layout



When I created this template for lasercutting it was very hard for me to check the red lines as it was overlapping time and again whenever I used to shape-builder tool. So this was the final layout but sadly I could print it again.

Personal Development

Personal Development



With the help of research, mind maps, observations, and feedback from my mentor, I gained greater clarity on how to proceed with my project. In the beginning, I was unsure of my direction despite choosing a self-initiated project, but with proper guidance, I'm pleased with the outcome.

This project, centered around my culture, challenged me to translate it into a visual story rather than just keeping it as narrative. I pushed myself to create a series of nine posters featuring the symbols I designed.

This was a tough task as it required maintaining a consistent style while integrating the symbols and Ranjana Lipi script.

During this process, I also learned about laser cutting, which was a new experience for me. I was struggling with the lines, strokes first but with the help of Georgia I figured it out and she helped me time and again. Thanks to

her. After getting results, I faced challenges with this technique, such as designing earrings with holes that were too small and dealing with some burnt areas due to the high temperatures. The cost of laser cutting limited me to a quarter-sized project, and I was unable to redo it. Initially, I had planned to explore block printing as well, but financial constraints prevented me from pursuing it further. Despite these obstacles, I'm glad to have gained knowledge about laser cutting and am eager to continue exploring it in future projects.





I used birch plywood which was 3.2mm and when I researched about it the suggested one was 2.5 or 3mm but there was not that particular size in our uni.

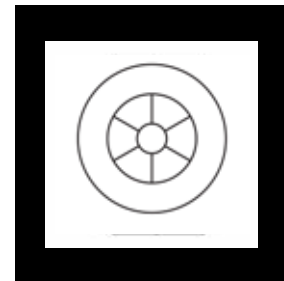
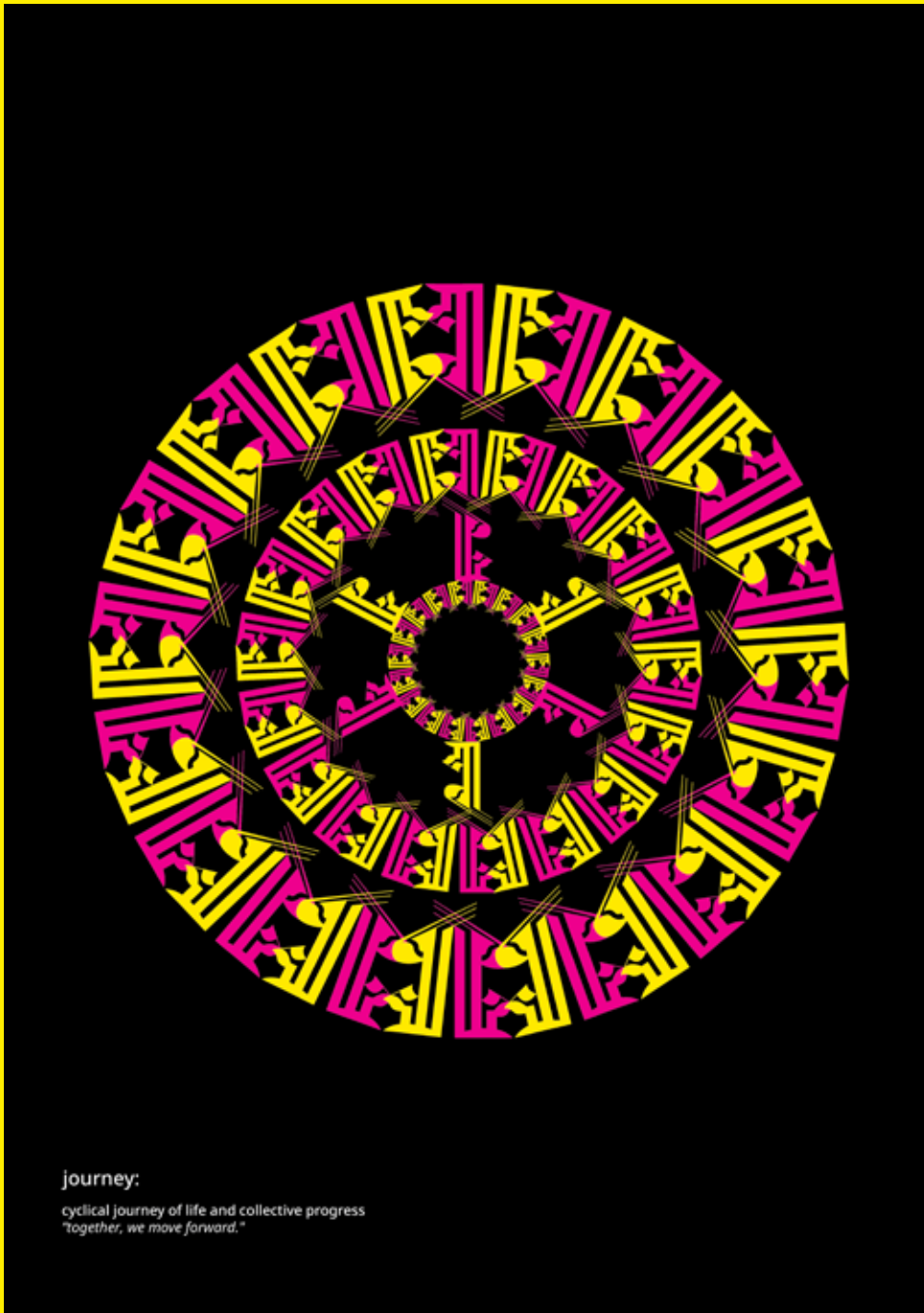


Georgia suggested me to do thinner plywood 1.5 mm instead for next time so the laser power can be lowered to help reduce burn but I still had question; won't it make break again and the engraving part will that work? but as she was on holiday I couldnot reach to anyone.

Outcome

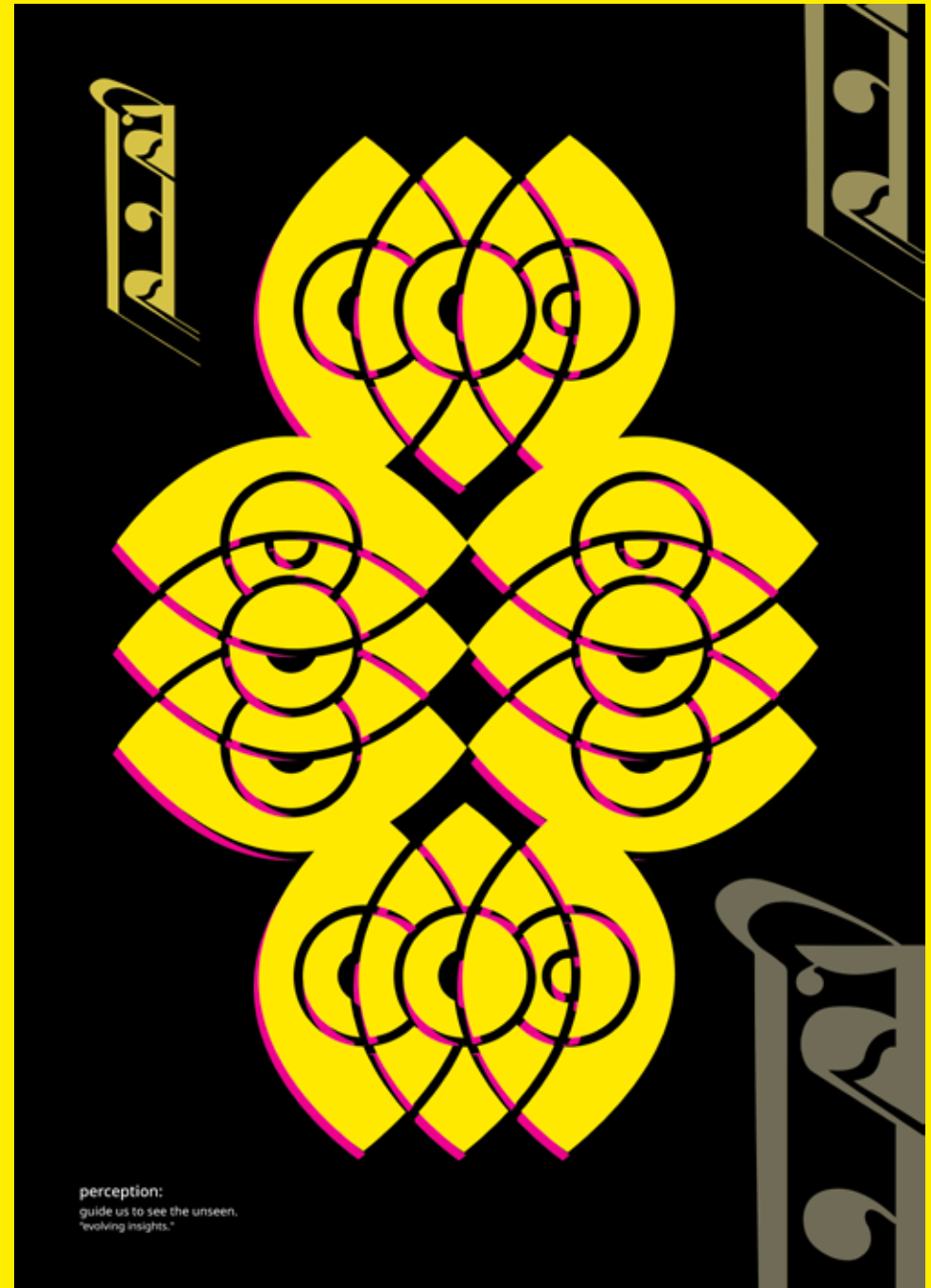
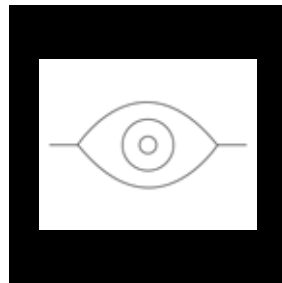


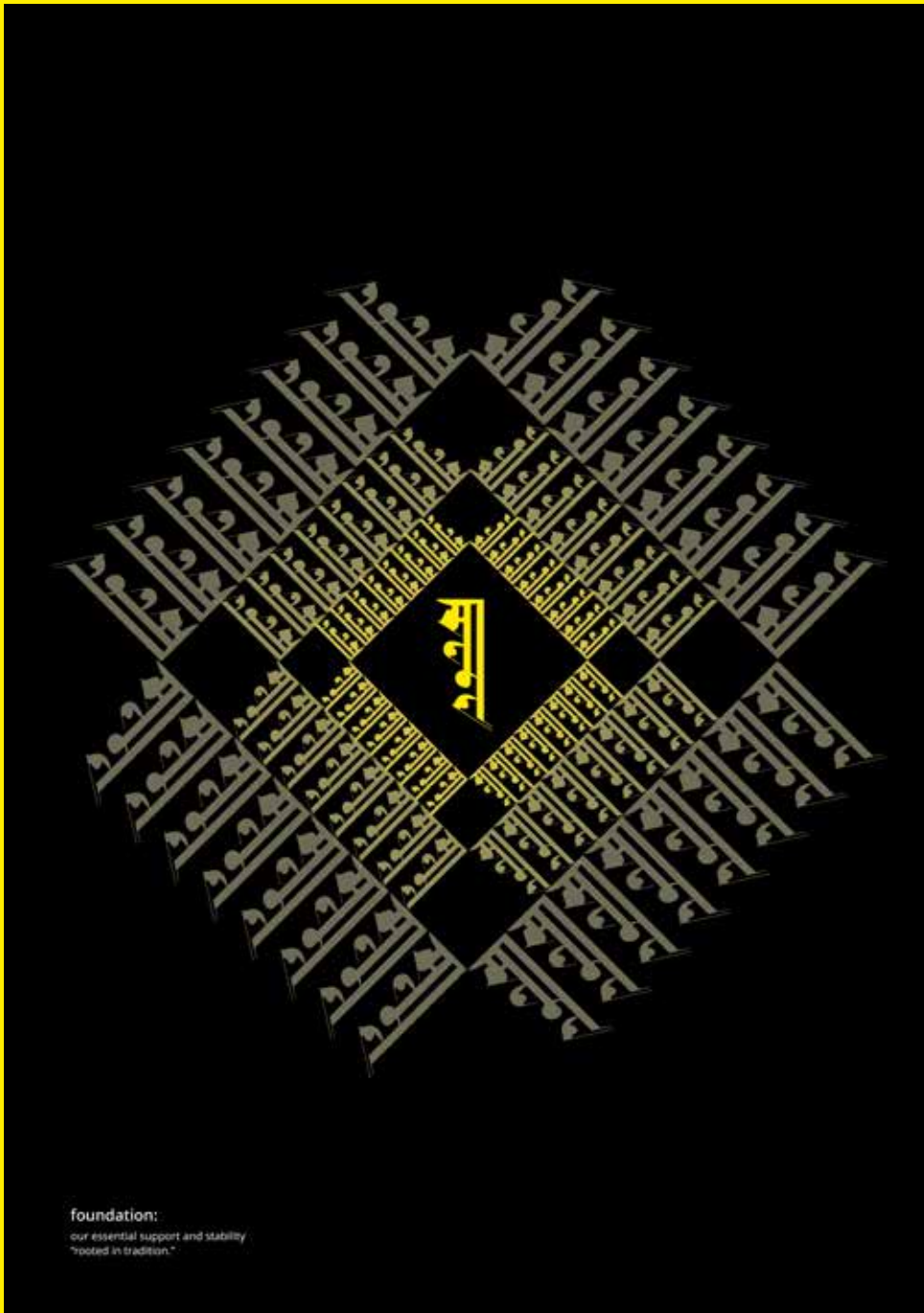
Printed A2 size paper
for 9 series of
posters design



The poster features a representation of the chariot wheel, titled “Journey” and translated to “Yatra” in Nepali, written in the Ranjana Lipi script. This symbolizes the cyclical nature of life’s journey and the continuous movement forward, reflecting the deep cultural and spiritual significance of the Machindranath Jatra festival.

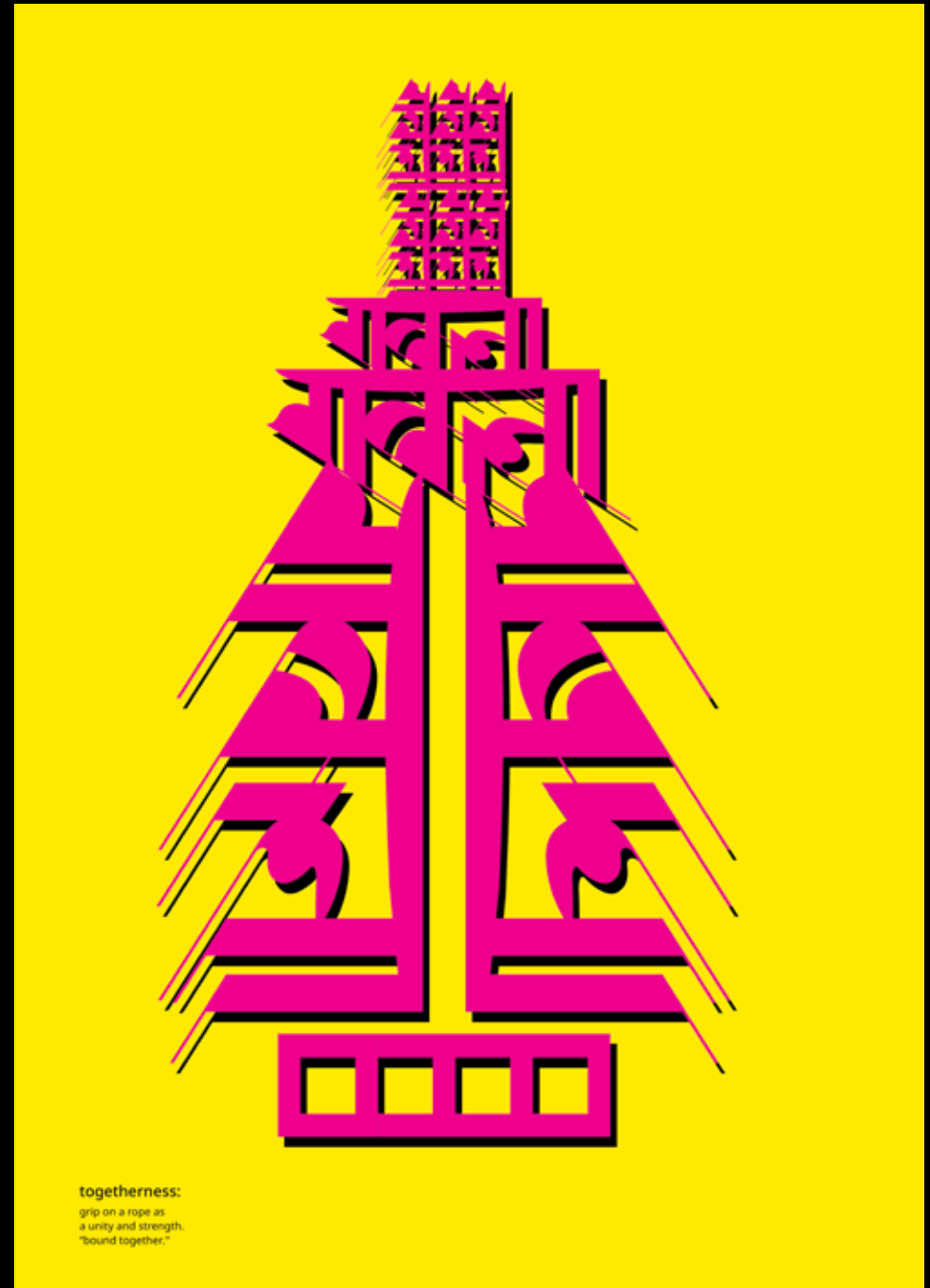
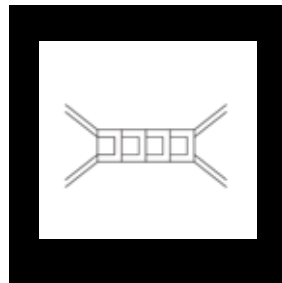
The poster features a depiction of the third eye, titled "Perception" and translated to "Trinetra" in Nepali, written in the Ranjana Lipi script. This symbolizes the ability to see beyond the visible representing by half eyes and full eyes which shows insight into the unseen.





The poster features a depiction of the temple, titled as "Foundation" and translated to "sthambha" in Nepali, written in the Ranjana Lipi script. The visual presents a bird's-eye view, oriented in a distinctive direction to symbolize the concept of a strong and essential base.

This illustration features a fist holding the rope, titled “Togetherness” and translated as “Ekata” in Nepali, written in Newari script. It depicts the chariot’s structure standing strong and upright, symbolizing the collective strength and unity of the people as they pull together.



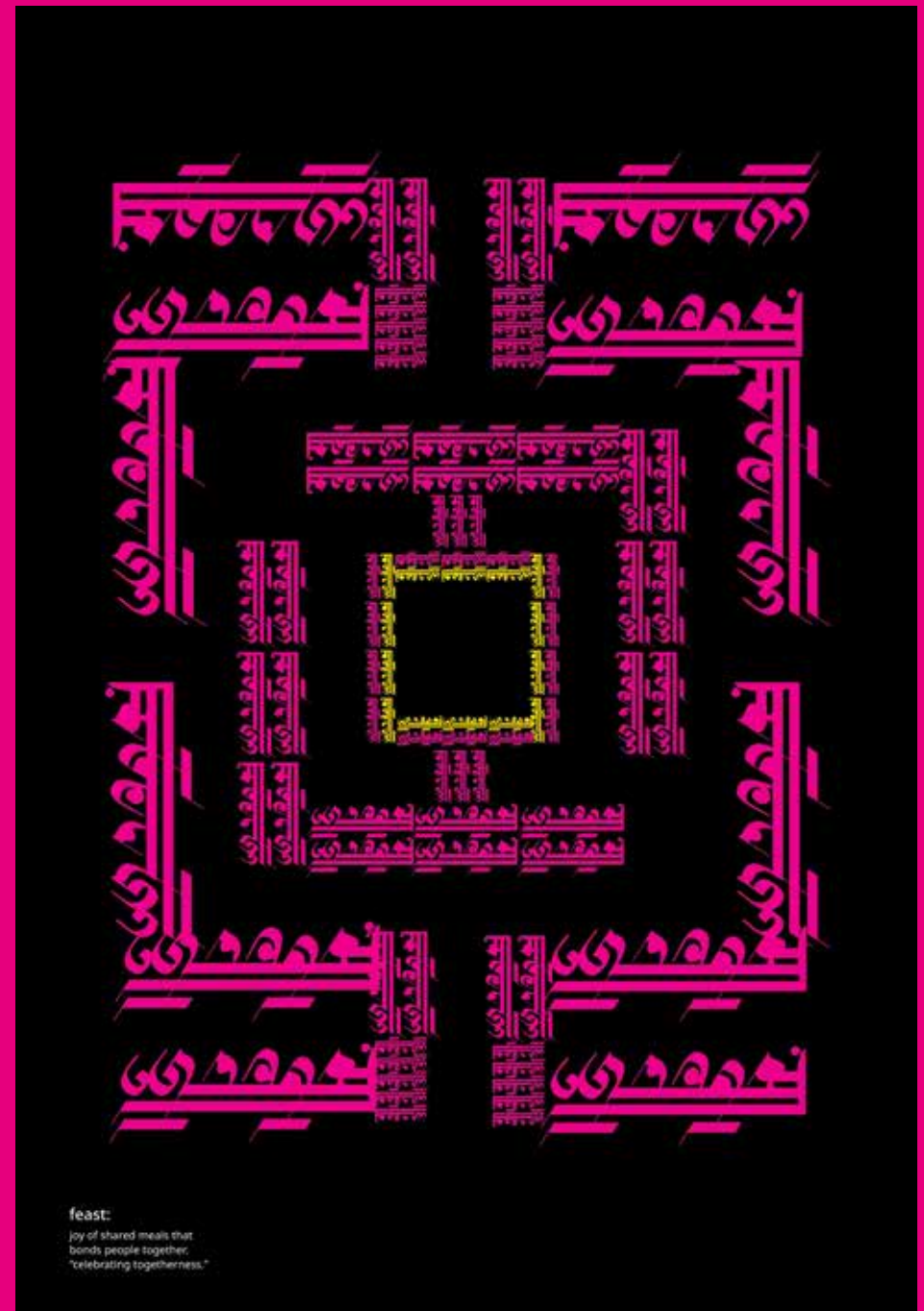


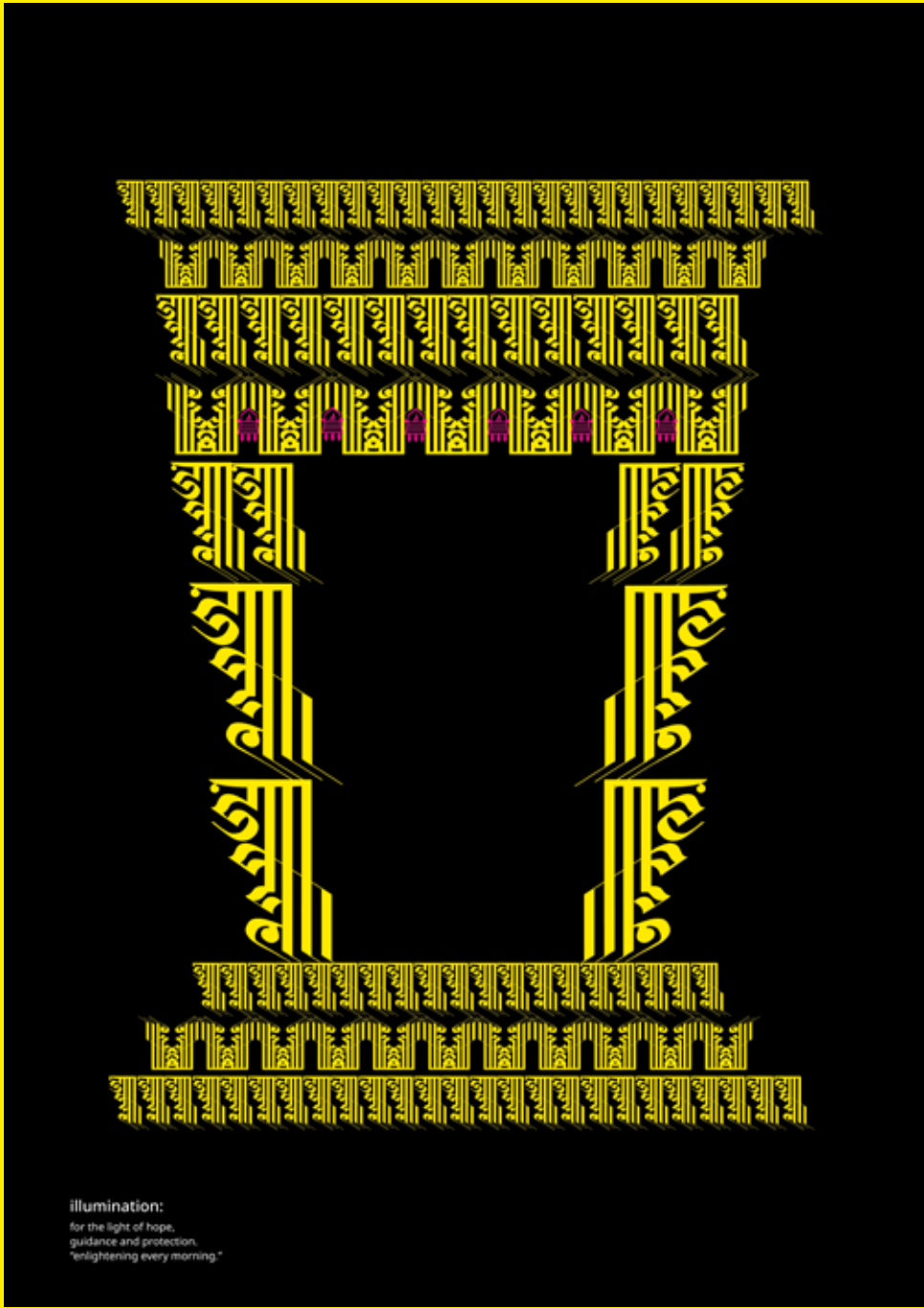
synergy:
collective effort, strength &
flexibility of community,
"building together."



This illustration depicts a bamboo pine leaf, known as "Maka" in Newari, titled "Synergy" and translated as "Gatho" in Nepali, written in Newari script. It highlights the traditional process, unchanged over time, where the community uses bamboo pine leaves to strengthen the chariot. This method, passed down through history, showcases how collective effort enhances the resilience of the tall chariot.

This poster, designed to resemble a maze, illustrates the seating arrangement during Sukubhwoe, titled “Feast” and translated as “Sukulbhoj” in Nepali, written in Newari script. The maze-like structure symbolizes the complexity and interconnectedness of the communal dining experience. Just as the maze guides one through various pathways, the feast navigates a variety of dishes—from beaten rice to curry, meat, and dessert—ensuring that each person at the celebration finds their place. This design highlights the inclusivity of the feast, where every guest is thoughtfully accommodated, reflecting the essence of togetherness and shared joy.

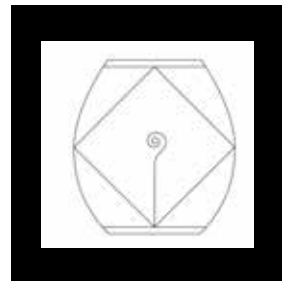




This poster, designed to resemble a window, representation for the Hanging Lamp 'Dhalucha' in newari where I titled it as "Illumination" and translated as "Ujyalo" in Nepali, written in Newari script. The window motif symbolizes the placement of the Dhalucha, a lamp traditionally positioned outside on balconies and lit every morning. The design captures the essence of illumination and daily ritual, highlighting the lamp's role in bringing light and hope into the home each day.



This spiral design represents the symbols associated with the rhythmic beats of the 'Dhimay,' a traditional musical instrument used during the festival. Titled "Rhythm" and translated as "Baja" in Nepali, written in Newari script, the spiral illustrates the dynamic nature of the music. The central spiral symbolizes the drum handle, while the spread-out elements around it reflect the way the sound and energy of the music expand and permeate the space, capturing the vibrant and lively atmosphere of the festival.





flow:
when the wind flows, the red drape
reveals in vibrant movements.
"beauty in motion."



This wavy design represents the red drape that flows gracefully from the top of the chariot as it moves. Titled "Flow" and translated as "Taranga" in Nepali, written in Newari script, the poster captures the essence of the drape's movement when the chariot is pulled and the wind catches the fabric, it creates a beautiful, flowing cascade. This moment is deeply meaningful, as many people, including myself, would go to the balcony to touch the drape, feeling a sense of connection and blessing.

LASER-CUT EARRINGS



LASER-CUT EARRINGS



Earring Packaging:

STAND-FOLD STRUCTURE

It is designed to be both functional and visually appealing, with a stand-and-fold structure that ensures the earrings are displayed beautifully and securely. Using paper makes the packaging not only eco-friendly but also ties back to traditional crafting methods, which often use paper and other natural materials.

