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## Research Background

'Design (1957–1988), Incorporating Indian Builder – a magazine of arts and ideas' was published by Patwant Singh, 1925–2009.

It was a one-of-its kind periodical with a prestigious editorial board comprising Eero Saarinen, Siegfried Giedion, Richard Neutra, Charles Fabri, Isamu Noguchi, Walter Gropius, Achyut P. Kanvinde, Habib Rahman, Marcel Breuer, Pilo Mody and Peter Blake, among others.

Being dedicated to the Avant-Garde since its inception, *Design* co-produced post-independence architecture in India for the architecture professionals, civil servants, commissioning builders, and general interest masses.



Fig. 2: Timeline of selective years (showcasing Institutes and publications) before India's Independence

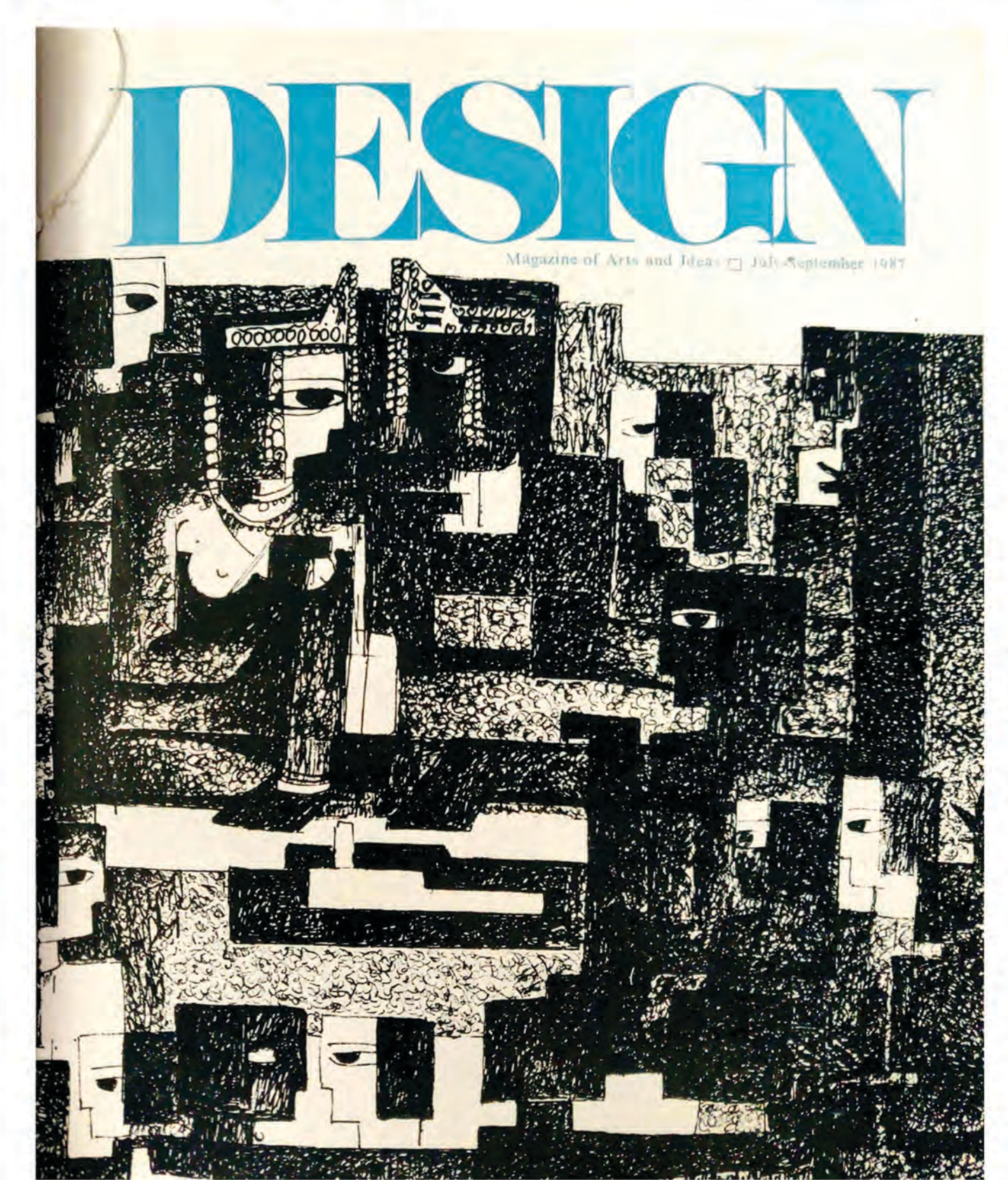
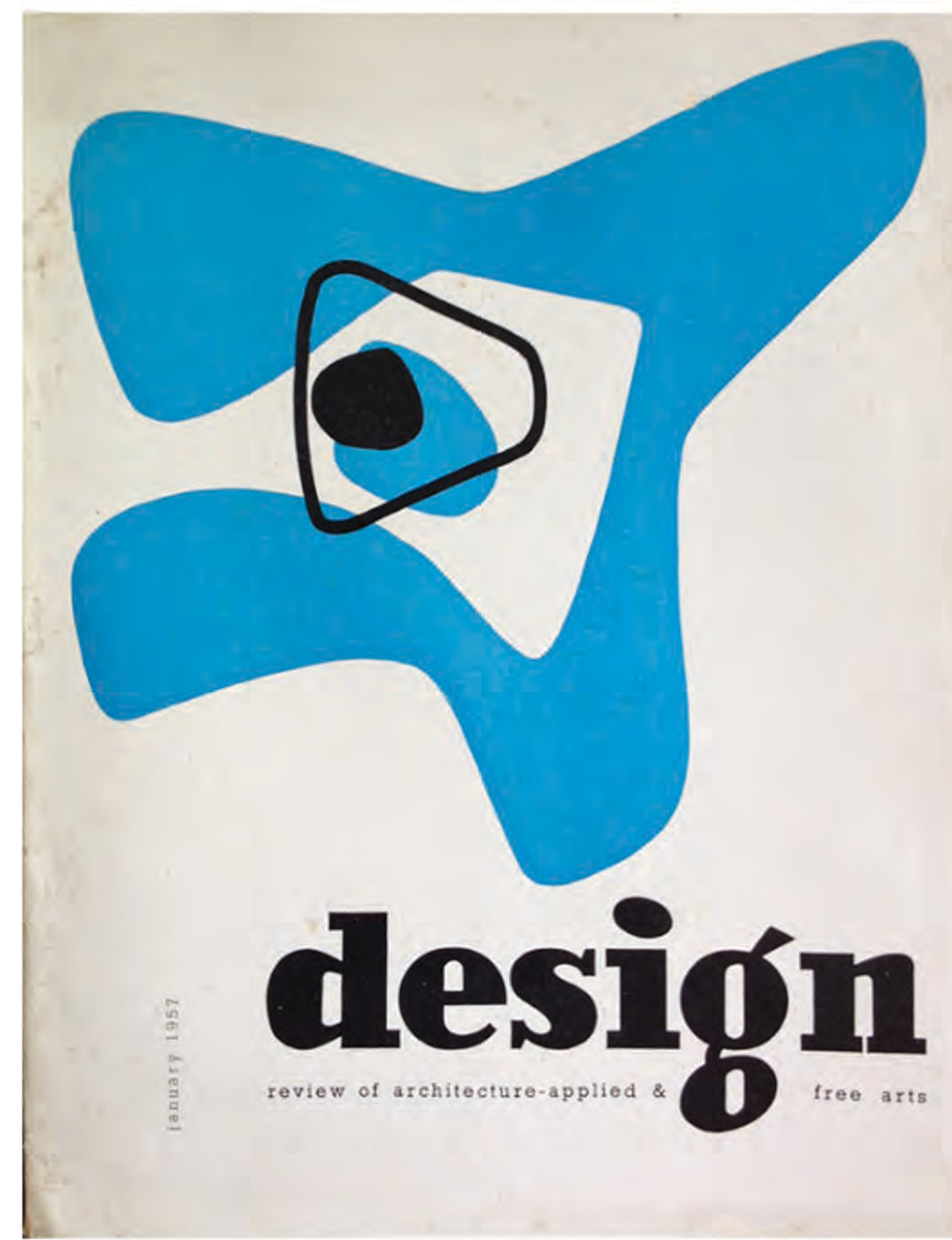


Fig. 1: *Design* Covers (Left to Right): Top - Jan 1957 and July 1962  
Bottom - March 1967 and July-Sept 1987

# Modern Indian Architecture and the Emergence of a Post-Independence Discourse:

## The Case of *Design Magazine*, 1957-1988

### Relevance

*Design* served as an incubator for breeding ideas that influenced later architecture rather than the magazines of today that simply publish recent buildings and projects. It is also interesting to explore how *Design* critiqued and supported the world-famous architects from abroad and the indigenous architectural community.

### Methodology

The historical genetic procedure: 'Historicization' shall further play a dual role in this study – first, to look at the chronological overview of the themes and shifting styles of the journal, and second to explore the evolutionary process of the architectural discourse.

I shall present the periodical through three major aspects: i) reportage of the architecture and deeply interwoven building politics, ii) tracing the theoretical discourses iii) role of critique reflected in the periodical.

## 'Transformation' via this Project

The project shall contribute significantly to the study of postcolonial architectural historiography. The research shall impact the studies related to structures featured in *Design*, exploration of the architectural heritage of independent India, unfolding other architecture and design magazines of the mid-20th century. It will be a breakthrough to gain a deeper insight into the developing consciousness of cultural identity negotiated between advocates of 'modernity' and 'innovation' on the one hand and those of 'tradition' and 'continuity' on the other?

The Figures in the poster are curated by Pappal Suneja and hereby declares the originality of the Ideation.

The logos put are official representation of the mentioned organisations/institutes.

The Magazine covers (Fig. 1) are courtesy of Meher Wilshaw  
Design credits : Jan 1957 - Patwant Singh, July 1962 - Luc Durand  
March 1967 - Jyoti Bhatt Prints and July-Sep 1987 - Drawing by Mohammad Yasin

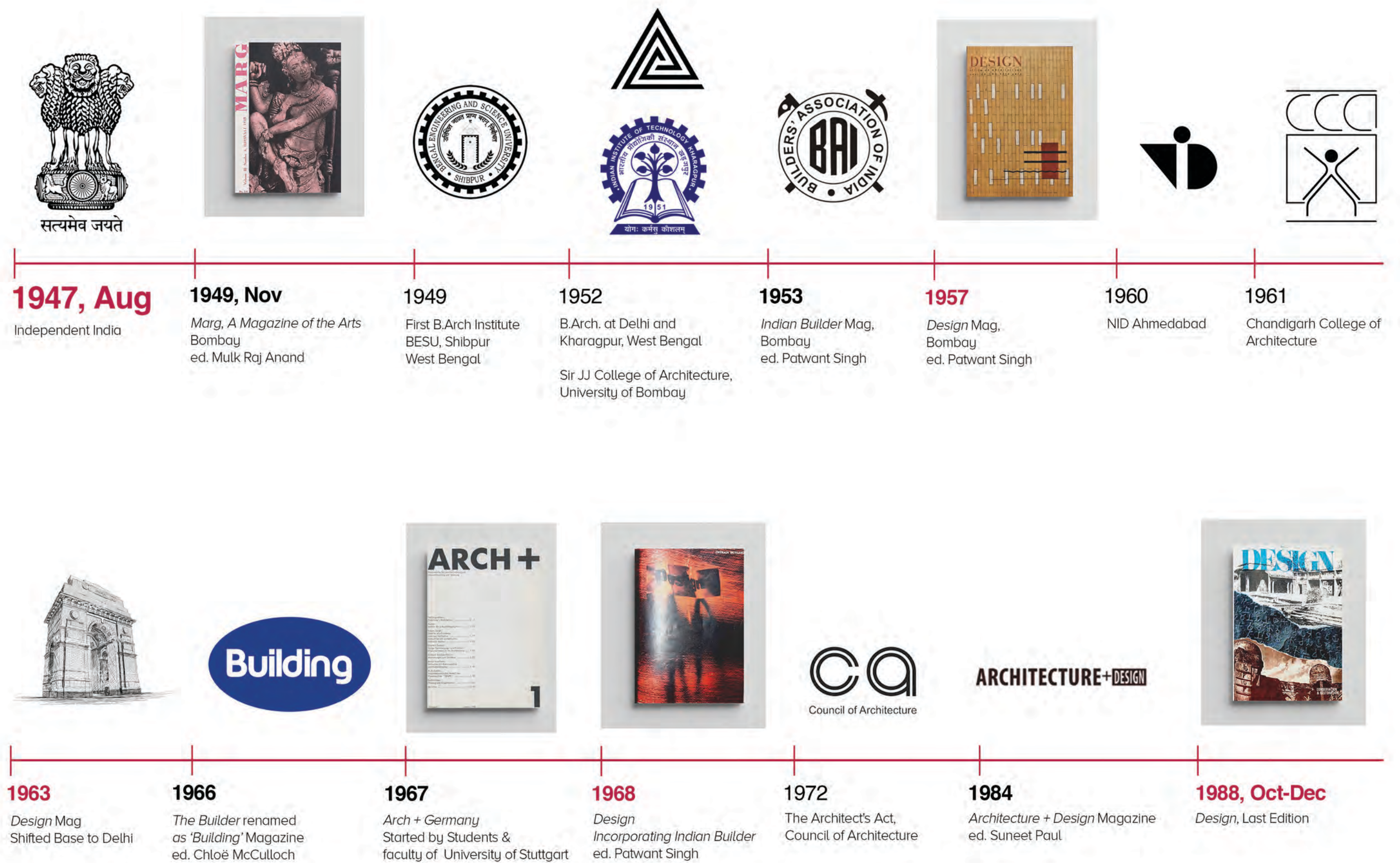


Fig. 3: Timeline of *Design's* selective years showcasing transition and parallel emergence of institutions.

### Outlook

*Design* was a forum in which the terms architecture and design were negotiated sustained, and propagated by actors and the protagonist (editorial board) involved.

Hence, the magazine gained a distinct position and created awareness among the masses, showcasing the socio-economic relations of the Architecture and Design community in India.

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