

HERITAGE WALK OF OLD AHMEDABAD

Map and signages for Heritage Architectural Structure of Old Ahmedabad

Mentor name: Karamu Majhi, Deepak Khandelwal

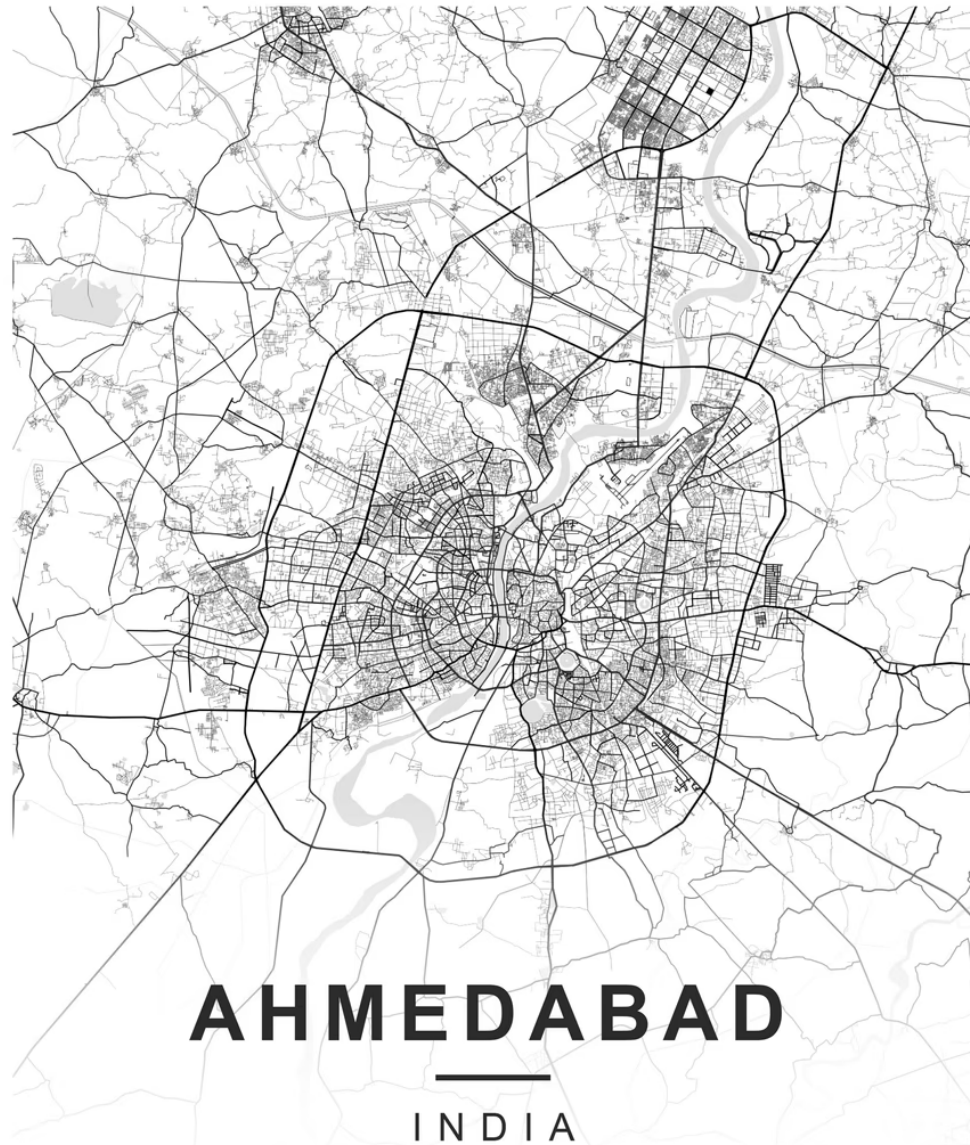
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Semester: 3 Section : C

Institute : Unitedworld Institue of Design





Ahmedabad, a city in Gujarat, India, is a historical marvel with a legacy spanning over 600 years. Founded in the 15th century, it combines rich cultural heritage with modern industry. Renowned for its architectural treasures, including mosques, temples, and step-wells, the city resonates with diverse traditions. A significant site in India's fight for independence, the Sabarmati Ashram, pays tribute to Mahatma Gandhi's legacy. Known for its textiles, Ahmedabad is an economic powerhouse, housing various industries. Its vibrant festivals, culinary delights, and a blend of history and progress make it a compelling destination for tourists and scholars, epitomizing the essence of Gujarat's cultural tapestry.

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Acknowledgement

I would like to express my sincere gratitude and appreciation to all individuals and institutions who contributed to the successful completion of my design project on signage and re-designing map in the old city of Ahmedabad.

First and foremost, I am profoundly thankful to **Prof. Karamu Majhi and Prof. Deepak Kahndelwal**, whose guidance, support, and expertise

were invaluable throughout this project. Their wisdom, constructive feedback, and encouragement significantly enriched the quality of this endeavor.

I extend my heartfelt thanks to the staff, authorities, and experts associated with Unitedworld Institute of Design, Karnavati University, whose assistance, knowledge, and resources played a pivotal role in shaping the depth and breadth of this project. Their willingness to share insights and provide access to essential materials or historical information greatly contributed to the project's comprehensive nature.

I am also indebted to the residents, community members, and local experts in the old city of Ahmedabad who generously shared their insights, stories, and knowledge.

Introduction

In the heart of India lies a city steeped in history, culture, and heritage—Ahmedabad. Within its ancient streets and alleys resides a wealth of stories, traditions, and a rich tapestry of cultural significance. It is within this context that this design project aims to contribute to the promoting preservation and communication of the old city of Ahmedabad's unique heritage. The old city of Ahmedabad stands as a testament to centuries of architectural marvels, vibrant communities, and a dynamic confluence of cultures. This thesis/documentary delves into the realm of Re- designing, signage design as a means to curate and communicate the historical, cultural, and architectural wealth housed within the city's labyrinthine lanes.

The primary objective of this project is to explore the effective utilization of design elements and communication strategies to encapsulate the essence of the old city's diverse narratives. The signage and Re-designing map, envisioned as more than mere informational placards, serves as a visual narrative, a guide, and an ambassador to the richness and diversity found within the city's historic precincts

Throughout this documentation/thesis, I aim to outline the methodologies, design strategies, and creative processes employed in conceptualizing and executing these RE-designing map and signages. Moreover, it endeavors to highlight the importance of promoting cultural heritage and facilitating the dissemination of historical and architectural information in a visually engaging and accessible manner.

This project stands as a testament to the dedication, passion, and commitment to the promoting and celebration of the cultural heritage housed within the old city of Ahmedabad. It is my hope that this endeavor contributes not only to the field of design but also to the appreciation and understanding of the rich historical tapestry of this ancient city.

Project brief of the project

DESIGN PROJECT PROPOSAL

Promoting Ahmedabad old city heritage site.

Name- Riya Pawan Biyani

Department – Visual communication design

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Guide – Karamu Majhi | Deepak Khandelwal sir

INTRODUCTION

Project Introduction:

The project aims to promote and preserve the rich cultural and historical heritage of Ahmedabad's Old City, which is a UNESCO World heritage Site. The Old City of Ahmedabad boasts an array of historic monuments, traditional architecture, and a vibrant cultural tapestry that needs to be celebrated and preserved. The primary goal is to enhance public awareness, engagement, and tourism around this significant heritage site through various design interventions.

Project objective :

Heritage preservation:

Preserve and protect the historical and architectural significance of Ahmedabad's Old city.

Promotion:

Raise awareness and promote the old city as a must visit destination for tourists and locals alike.

Accessibility :

Improve accessibility to heritage sites, making them visitor- friendly and inclusive.

Cultural Engagement :

Facilitate cultural exchange and engagement between locals and tourists.

Economic Development:

Boost local economies by attracting more tourists to old city.

METHODOLOGY:

A proper process of secondary research via online and offline means will be conducted. After that primary research will include taking interviews of the locals, getting in contact with the local tourist guides, visiting heritage site .

EXPECTED OUTCOME:

Redesigning a map and designing way finding signages system will help to promote heritage walk of Ahmedabad.

Target Audience: age group of 18- 40

Scope of work:

Heritage Walk Routes: develop mapped heritage walk routes with signages, markers , and interactive display, highlighting key historical sites and stories.

Informational Signages: Design and install informational signages at significant heritage sites , providing historical context and architectural details .

TIMELINE:

25th to 30th September: Research primary- secondary

1st to 4th October : analysis and synthesis

5th to 14th October: exploration and ideations

16th to 22nd October: final outcome design

23rd to 29th October: documentations and submissions

Guide:

MR KARAMU MAJHI

Faculty for visual communication design

Student:

RIYA BIYANI

Visual communication design

MR DEEPAK

Faculty for visual communication design

Pre- Research

Promoting ,cultural and heritage

Promoting :

Promoting means raising awareness and generating interest in something through marketing and communication efforts.



Cultural:

Cultural relates to the customs, traditions, and practices of a specific group or society.



Heritage:

Heritage is the cultural and historical legacy passed down through generations



History of Ahmedabad city:

People and life in Ahmedabad

Ahmedabad, a highly populous and cosmopolitan Indian city, with 5.5 million residents in 2011 and nearing 8 million, embraces religious diversity, primarily Hindu but also with Muslims, Jains, and Christians. The city enthusiastically celebrates festivals from various faiths and boasts a rich cultural heritage that combines old and new lifestyles. Its hardworking and enterprising people prioritize family traditions, maintain close relations, follow joint family norms, and joyfully celebrate festivals with colorful exuberance.



Heritage Cultural Tour in Ahmedabad

A heritage cultural tour of Ahmedabad is a must for a glimpse of the city's rich history and culture. The tour begins in the old city, where artisans create handcrafted items. Iconic sites like Jama Masjid and Bhadra Fort showcase impressive architecture and history. Sabarmati Ashram, once Gandhi's home, is now a museum with his personal belongings. The Calico Museum of Textiles displays a vast collection, while the Sidi Sayyed Mosque is renowned for intricate stonework, making it a must-visit for architecture enthusiasts.

Ahmedabad is the cultural capital of Gujarat, known for various traditional arts. These include:

1. Embroidery: Ahmedabad is renowned for its intricate embroidery on fabrics like silk and cotton, often featuring vibrant colors and metallic threads. INIFD Gurukul Design Institute promotes Indian embroidery.
2. Mirror Work: Mirror work, using small mirrors or “Abhalas,” creates intricate designs on fabrics like cotton and silk. Law Garden Night Market is famous for mirror work clothes.
3. Bandhani Textiles: Bandhani is a traditional tie-dye art, creating patterns by tying sections of cloth and dyeing. Ahmedabad is known for Bandhani textiles, used in sarees and traditional wear, with Bandhej as a popular place to buy them.
4. Kutchi Work: Originating in the Kutch region of Gujarat, Kutchi work involves intricate embroidery on fabrics like silk and cotton. Shrujan, an NGO, supports and promotes this art in Ahmedabad.
5. Block Printing: Artisans in Ahmedabad use carved wooden blocks to print intricate designs on fabric. The city is known for “Saudagiri” prints, where merchants gather to sell their printed cloth at fairs, markets, and haats.



Ahmedabad boasts several notable art galleries and museums, including:

1. The Calico Museum of Textiles: India's premier textile museum, showcasing the history and evolution of textile art in India, with a focus on Gujarat. It features an impressive collection of rare textiles, including sarees, shawls, and fabrics.

2. Lalbhai Dalpatbhai Museum: A repository of ancient Indian art and artifacts, housing a diverse collection of ancient sculptures, pottery, and other historical items from across India. A must-visit for those interested in Indian history and art.

Handicrafts

Ahmedabad is renowned for a variety of handicrafts created by skilled artisans, including pottery with famous "Matkis," terracotta work, woodcarving on toys, furniture, and intricate carvings on traditional Gujarati house doors and windows. The city is also known for metalwork in brass and copper, leather products like bags and shoes, a vibrant street art scene with graffiti and murals, and an annual street art festival called "Ahmedabad Walls." Additionally, papier mache artisans craft decorative items like masks, figurines, and vases through layering paper with glue



Ahmedabad Language

Ahmedabad's linguistic landscape reflects its diverse cultural heritage. Gujarati is the official language, native to the state of Gujarat. Hindi and English are also widely spoken, with English prominent in business and education. Smaller communities in Ahmedabad speak languages like Urdu, Sindhi, Marwari, and Punjabi, often brought by migrants from various parts of India

In Ahmedabad, the fashion scene is thriving with the following trends:

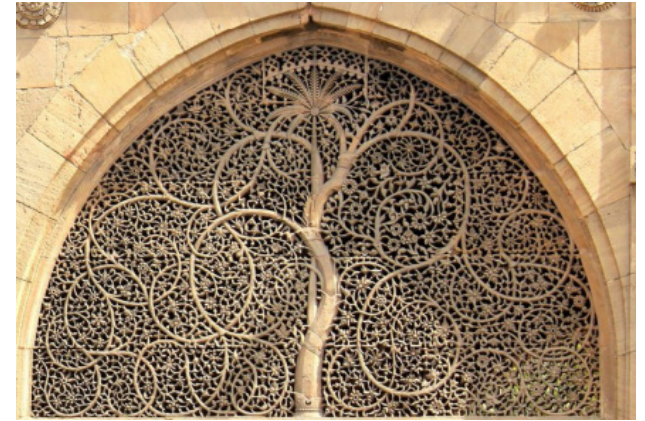
1. Modernizing Tradition
2. Fusion Styles
3. Sustainable Fashion
4. Accessorizing

ગુજરાતી
ગુજરાતી
ગજરાતી



Symbol of Ahmedabad:

The Sidi Saiyyed Jalli, an intricately carved stone window in the Sidi Saiyyed Mosque, serves as Ahmedabad's unofficial symbol. This remarkable artifact reflects the city's rich cultural heritage and has inspired artists and designers worldwide with its stunning design. It's a must-visit attraction, showcasing the mystical beauty of Ahmedabad's heritage.



Pol/street culture of Ahmedabad

The Pol culture in Ahmedabad is a historic street culture with narrow streets lined by protective houses. These streets are now famous for their lively atmosphere, street food, and local crafts. It's a crucial part of Ahmedabad's heritage and a must-visit for those who want to experience its vibrant street life.

Ahmedabad boasts a strong sports culture, primarily centered around cricket with renowned players like Parthiv Patel and Jasprit Bumrah. The city's Narendra Modi Stadium is among the world's largest and hosts international matches. Beyond cricket, there's a rising interest in football, volleyball, and badminton. Numerous sports academies nurture young talent, making sports an integral part of Ahmedabad's identity and a growing facet of the city's culture.



Festivals & Event Culture of Ahmedabad

Ahmedabad is renowned for its vibrant festival and event culture. Navratri is a major celebration, marked by nine days of dance and music, with people in colorful attire performing traditional Garba. Uttarayan on January 14th is another highlight when the sky fills with kites of various shapes. The city hosts cultural events like the International Kite Festival, Rath Yatra, and Ahmedabad Heritage Festival, drawing tourists from around the world. Government and private initiatives collaborate to preserve and promote these cultural events.

Cuisines of Ahmedabad

The food culture of Ahmedabad is a delicious mix of traditional Gujarati cuisine and modern international flavours. The city's famous Gujarati Thali is a must-try, with a variety of dishes showcasing the region's rich culinary heritage. Along with the traditional cuisine, the street food of Ahmedabad is a foodie's paradise.



Ahmedabad Heritage Walk

The Ahmedabad Heritage Walk is a guided tour that takes you through the historic old city of Ahmedabad in Gujarat, India. It covers various heritage sites and landmarks, including centuries-old havelis (traditional houses), temples, mosques, and the iconic Swaminarayan Akshardham Temple. The walk provides insights into the city's rich cultural, architectural, and historical heritage, showcasing its blend of Hindu and Islamic architectural styles. Visitors can explore the Pols (narrow lanes), learn about the city's history, and witness the vibrant street life. It's a fantastic way to experience the essence of Ahmedabad's heritage and culture.

There are 3 types of walk

1. Morning Heritage walk
2. Night Heritage walk
3. Jain Amdavad Heritage Walk

Heritage Walk Ahmedabad, Walk with Ahmedabad

Heritage Walk Ahmedabad with support by Ahmedabad Municipal Corporation (A.M.C.). Here you may find routes, also Akshar Travels encourage you to visit at Ahmedabad. The heritage walk organized by AMC with the Akshar Travels Pvt.Ltd as the project advisor. You will have the opportunity to enjoy heritage walk of Ahmedabad and its starting from the 19th century Swaminarayan Temple Kalupur, numerous Pols, Chowks with very popular and famous 15th century Jama Masjid, Ahmedabad heritage walk also known as the journey of 'Mandir to Masjid.



Morning Heritage Walk

1. Swaminarayan Temple, Kalupur



2. Kavi Dalpatram Chowk, Lambeshwar Ni Pol



3. Calico Dome



4. Kala Ramji Mandir, Haja Patel ni Pol



5. Shantinathji Mandir, Haja Patel ni Pol



6. Kuvavala Khancho



7. Jagvallabh Mandir, Nisha Pol



8. Zaveri vad



9. Sambhavnath ni Khadki



10. Chaumukhji ni Khadki



11. Doshivada ni Pol



12. Astapadji Mandir



13. Harkunvar Shethani ni haveli



14. Fernandez Bridge



15. Chandla ol



16. Manek baba's mandir, Manek Chowk



17. Rani no Haziro



18. Badshah no Haziro



19. Jumma Masjid



20. Muharat Pol



Site Visit:



Observations

1. Development Pressure: New construction on the top of old building .
2. Crumbling heritage building
3. More than half of the buildings are made of timber
- 4.The prime material for construction used is timber , and the building are closely positioned.
- 5.No fire safety measures have been installed.
- 6.More vehicles are seen than native people on outdoor.
- 7.Inadequate information and poor visibility of sinages.There are no directional signage or direction given when we went on heritage walk .
8. There are no washroom/ restroom in the middle of heritage walk.
9. There is lack of informational signages

Ahmedabad World Heritage city

5.5 sqkm, total area

87% built

28 Monuments

2696 Heritage buildings

12 Gates

600+ pols

4 Regimes of power

Sultanate

Mughals

Marathas

Britishers



Operated by



SUPPORTED BY



AHMEDABAD
HERITAGE WALK

The Scope of Work I chose

Re-designing map and signages : Design and install map and signages at heritage sites.

Redesigning a map for a heritage walk could involve highlighting key historical sites, improving navigation, and incorporating engaging visuals or details about each heritage spot. This enhances the overall experience for participants, making the walk more informative and enjoyable.

It might consider redesigning a map to optimize visual hierarchy, color schemes, and typography. This can help convey information more effectively, ensuring a harmonious and visually appealing design that aligns with the designer's intended message and brand aesthetics.

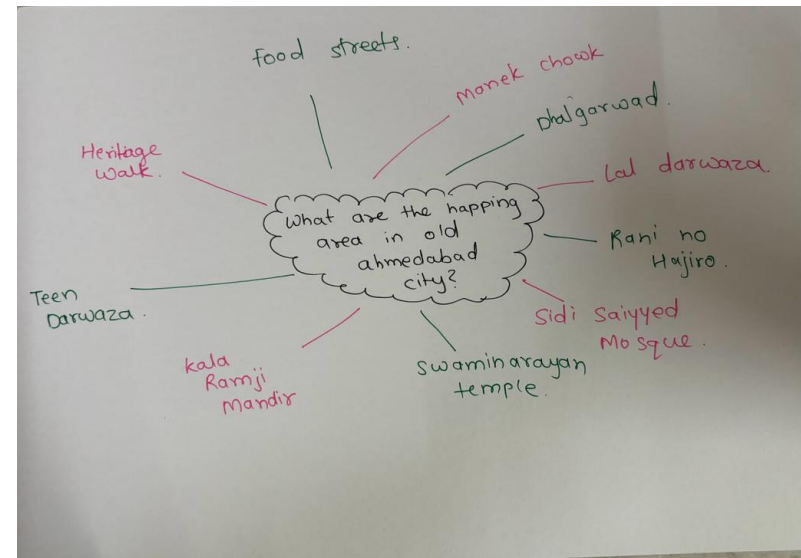
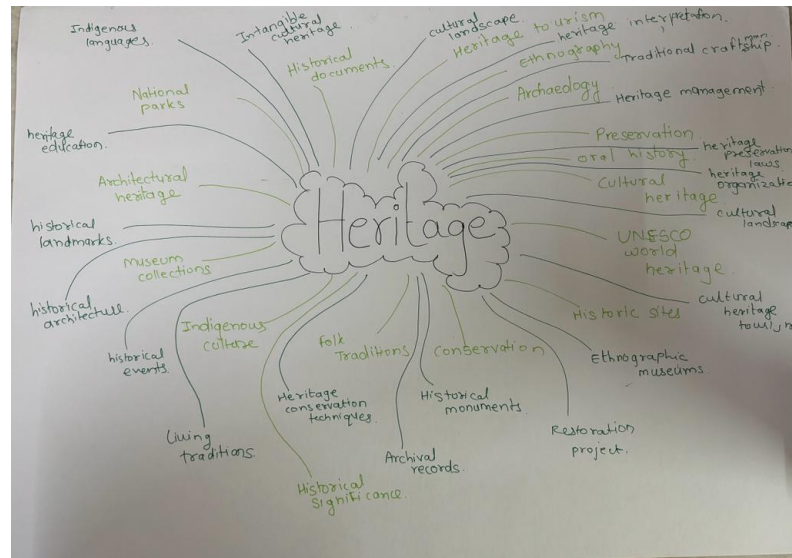
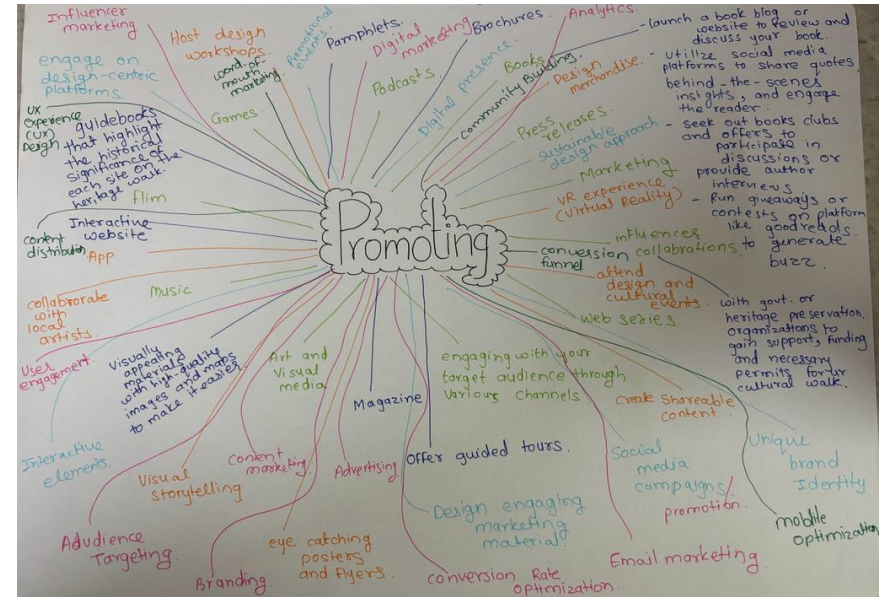
Signages serve as visual communication tools, conveying information in public spaces. In the old city of Ahmedabad, these signages hold immense importance in promoting, preserving and communicating the area's rich heritage and culture.

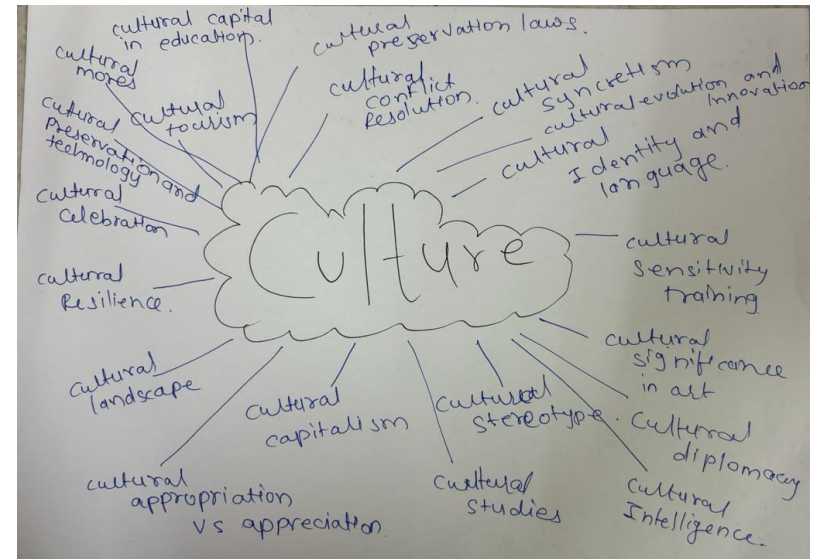
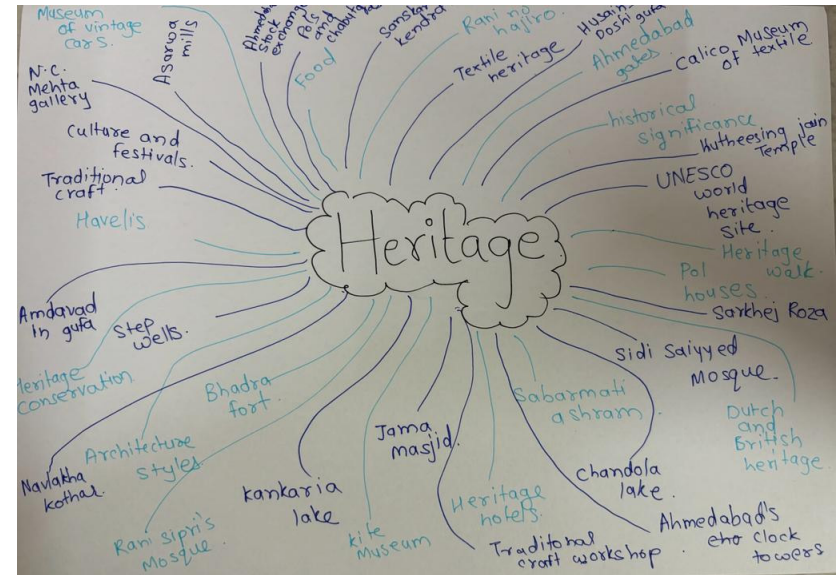
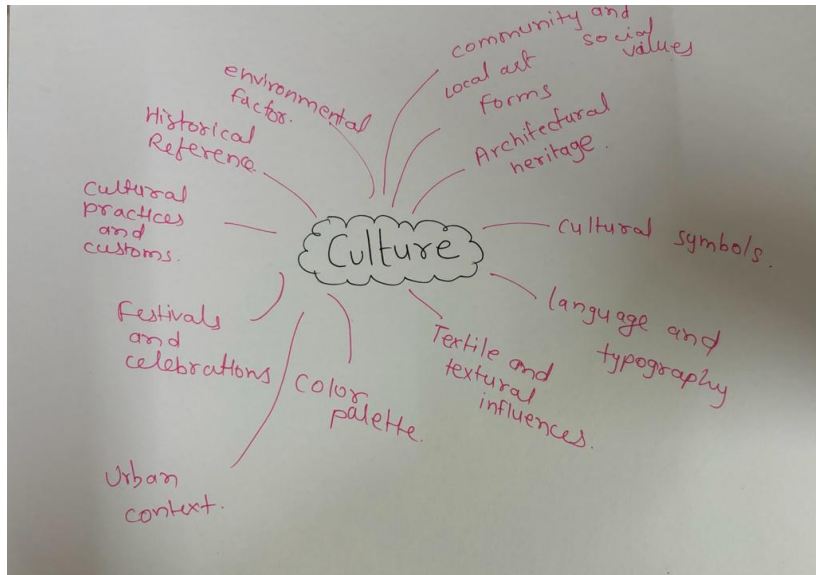
The significance of signage design lies in its ability to guide, inform, and educate both residents and visitors about the historical, architectural, and cultural aspects of the old city. Placed strategically at key locations, these signages offer insights into historical landmarks, cultural sites, architectural wonders, and significant stories associated with the city.

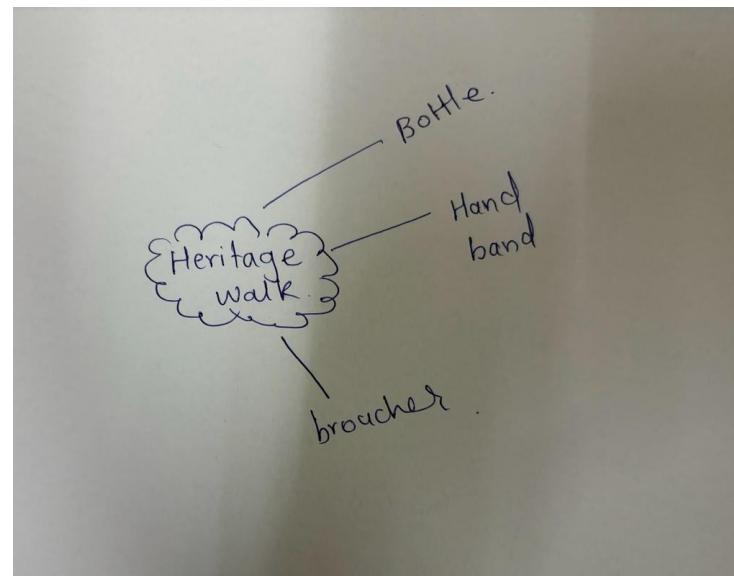
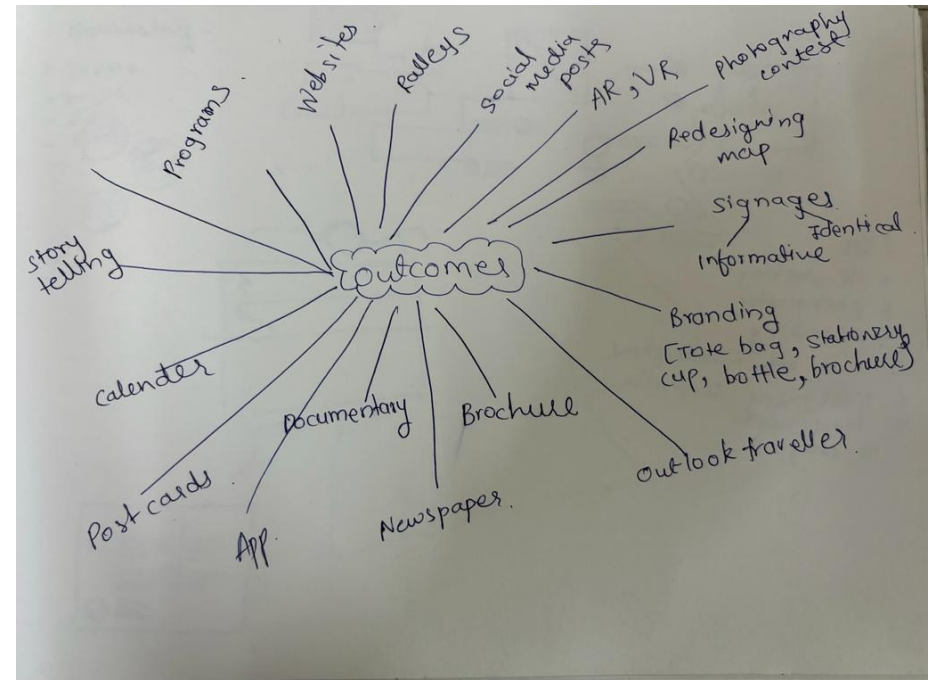
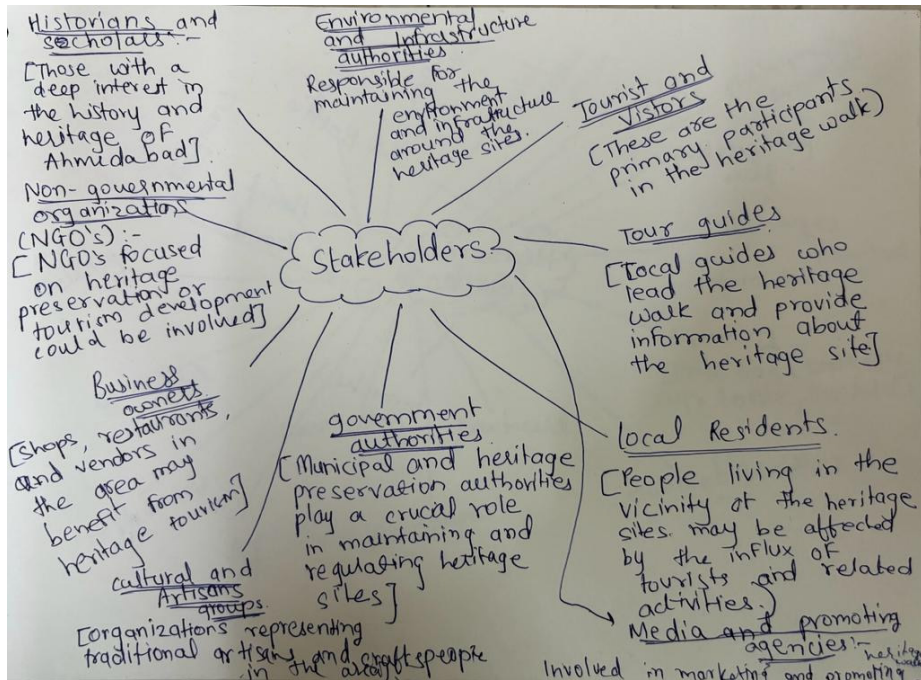
By utilizing effective design elements such as typography, visual graphics, and content layout, these signages act as storytellers, guiding individuals through the labyrinthine lanes and heritage sites.

They serve not only as directional aids but also as ambassadors of the city's richness, facilitating an immersive experience by narrating the area's diverse narratives.

MindMaps (Brainstorming)







Mindmapping :

In a design project is a valuable tool for several reasons like visualization of ideas , Brainstorming and ideations, communication.

Research Question

1. Why are the maps difficult to understand?
2. Why are there no signages?
3. Why is there not enough information about the places?
4. Why are some places on the map not visited?
5. Why is there no good safety?
6. How is it promoted on social media?
7. How is its profile on social media?
8. What are the ways to promote the heritage walk?
9. Does the heritage walk collaborate with any organisation for its promotion?
10. How does the heritage walk promote the culture of Ahmedabad?
11. Why is the heritage walk located in the old city of Ahmedabad?
12. Why is there a poor visibility of signages?
13. Why are there more vehicles than the locals?
14. Why are the local buildings made of timber?
15. Why are there lesser trees in the area?
16. Why are there no official magazines/ book/ brochures about the walk?
17. Why is there no documentary about the heritage walk?
18. How does the walk influence the cultural identity of Ahmedabad?
19. How does the local food influence the viewer?
20. Why is there a lack of guides on the walk?
21. How are the guides helping to promote the cultural identity of Ahmedabad?
22. Why is there no official building dedicated to the heritage walk?
23. What is the effect of modernity on the history of the walk?

5 W's

1. Who:

The target audience of 18-50 years old for the heritage walk. Considering tourists, locals, or specific interest groups to tailor the design to their needs.

2. What:

The goals of the re-designing map and signage. Determine what information is crucial for participants, such as historical facts, points of interest, or directional guidance.

3. Where:

Routes of the heritage walk. By redesigning I am trying to ensure that the map provides accurate spatial representation and that signage is strategically placed for optimal wayfinding.

4. When:

I experienced it myself when I visited the heritage walk and also was struggling with it the same. Considering the time aspects, such as operating hours, seasonal changes, or any events related to the heritage walk. The design should accommodate temporal variations and provide relevant information accordingly.

5. Why:

Because it's not organized, confusing, and not understandable. Whether it's improving user experience, enhancing historical storytelling, or aligning with a broader urban planning initiative, a clear understanding of the purpose will guide the design decisions.

Target Audience

Re-designing Map and Signage Design is made for the one's who are total in curious about the heritage of ahmedabad and how these monuments hold a value in history of Ahmedabad.

The redesigned map and signage cater to a diverse audience, including tourists seeking a cultural experience, locals interested in their heritage, and educational groups. By tailoring the design to the varied needs of these groups, the aim is to create an engaging and informative experience for participants of the heritage walk.

Target audience will be the one's whole are literate and knows how to read English , Hindi and Gujarati.

The age group of this target audience will be 18 to 50 and above

Interview Questions :

1. Have you gone on the Ahmedabad heritage walk?
2. If not, would you like to experience the heritage walk?
3. Would you prefer a guide or a map?
4. Do you consider using a map during the heritage walk?
5. Do you prefer an informative map or a minimalistic one?
6. What problems do you face during the heritage walk?
7. Do you face any language barriers?
8. Did you find any signages while on the heritage walk?
9. What other elements would you like to see in a map?
10. In what other ways can the heritage walk be promoted?

Survey :

1. Awareness of the heritage walk in city?

yes: 32.60

No : 67.40

2. Heritage walk promoted through following sources ?

Hording and banners : 6.30%

Newspaper and magazine : 19%

Social Medial: 59.60%

Travel agencies : 7.30%

Hotel : 7.80%

Persona :

Demographics:

- Age: 28
- Gender: Male
- Occupation: Software Engineer
- Location: Resident of Ahmedabad

Background

:

- Raj is a proud Ahmedabadi who appreciates the city's rich cultural heritage.
- He has grown up in Ahmedabad and is keen to learn more about the city's history and heritage.
- Raj values experiences that connect him with the traditions, art, and architecture of Ahmedabad.

Goals and Needs:

- Raj is looking for cultural and heritage walks that provide in-depth insights into Ahmedabad's history, including its role in the Indian independence movement.
- He wants to explore the city's historical monuments, museums, and traditional art forms.

- Raj is interested in events and tours that are budget-friendly, as he is just starting his career.
- He appreciates tours that offer the flexibility to accommodate his work schedule.

Challenges:

- Raj might be concerned about finding culturally authentic experiences amidst a sea of commercialized tourist attractions.
- He could be unsure about the safety and reliability of tours, especially if he's new to the concept.
- He is not having proper guidance from where to start because of poor visibility of signages

Empathy mapping :

Senses:-

- participants see beautiful architecture, historic landmarks, vibrant street life.
- They hear the sounds of the city, including traffic, street vendors, and sometimes music.
- There are diverse smells from street food to incense from temples.
- They can touch historical artifacts and the textures of old buildings.
- Taste experiences might include trying local street food.

Pain points :-

- Long walks may be tiring.
- Crowded areas might lead to discomfort especially during peak tourist times.
- Language barriers could pose a challenge for non-locals.
- There are no signages.

Says and Do's:-

- participants share interesting facts and stories with each other.
- They take photos to capture memories.
- Some may engage in conversations with tour guides or local to learn more.
- They show curiosity by asking questions about the history and culture.

Gains:-

- participants gain historical and cultural knowledge about Ahmedabad.
- They experience a sense of connection to the city's heritage and history ~~some~~.
- some may leave with unique souvenirs or photographs.

Empathy mapping