

Typography Day 2013

7-9 March 2013 at DoD, IIT Guwahati

Cultural Typography extravaganza of 'City of Light – KASHI'

Keywords : Typography, Graphic Design, Tradition, Culture and History

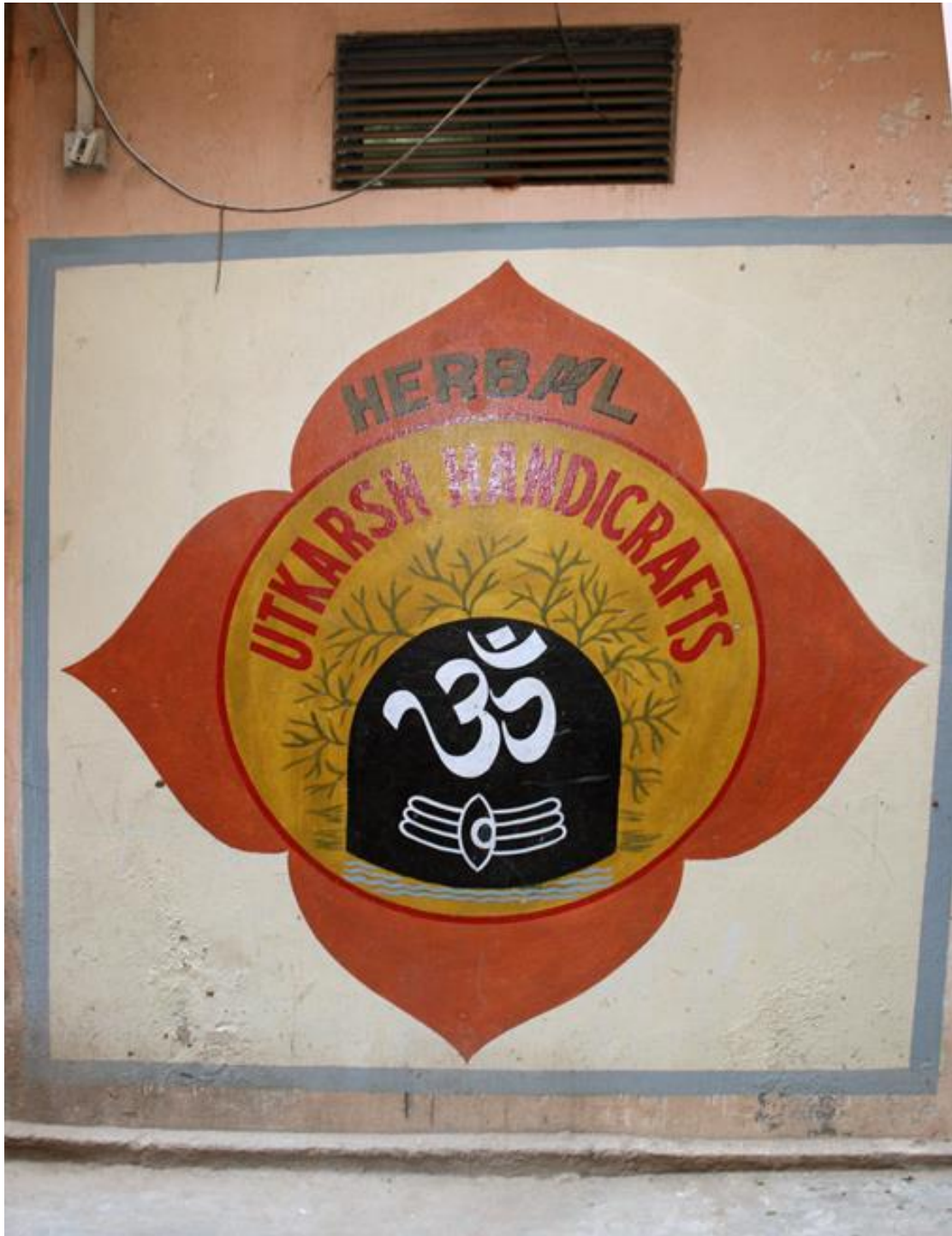
Abstract

As per American author Mark Twain – 'Kashi is older than History, older than tradition, older even than legend and looks twice as old as all of them put together'. This proverb proves that still Kashi or Banaras or Varanasi has something extra in comparison to other places of the world. For that reason in the element of Graphic Design Typography Art of Kashi have a widely scope for search of inner aspects of traditional and modern culture of Humanity. Writing and Language in a form of Typography plays most important role and its impact on tradition with culture. Language and especially local language plays a major role for the transformation of culture with Graphic Design and its element with this, typography still sustainable. Still Kashi has its unique tradition through the representation of different aspects of typography including Local Languages, hand writing, wall painters, banner painters, die cut artisans, metal cut artisans, calligraphers, trained graphic artist, untrained graphic artist and modern technology. Kashi is situated the banks of river Ganga (Maa Ganga), near the banks of Ganga more than 80 Ghats are represented life of Kashi. It is solely depend on that Ghats. Near the Ghats peoples live and still follow the cultural tradition of India. Its impact on his/ her language and its also transfer through Typography. This scenario presents a Typographical extravaganza in the field of Graphic Design, Design and all other aspects of Human design. The streets of Kashi especially near the Ghats still representing different aspects of Typography through Doors of Houses, Entrance of Temples, Inside of Temples, Architecture of Houses, Temples and streets, Wall and Road side of walls presenting variety of typography in different way and alive. With this research paper I'll show how still tradition and culture is plays a major role for the transformation of old to new. Kashi is also alive in a form of Mini India and this is the very important point to

see and feel the magical extravaganza of Display Typography of Kashi in modern and global perspective. My research paper is under the theme 'Display Typography design within Local context'

Images

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