**Press Release (photographs attached)**

**INTERESTING SESSIONS AND WORKSHOPS MARK THE FINAL DAY OF NINEDOTSQUARES**

Jaipur, 03 April: The final day of the three day Jaipur Design Show –‘NinedotSquares’ witnessed a host of fun and interactive sessions and workshops. Conservation Architect, Ms. Kavita Jain conducted a one day workshop on ‘Áraish’ today . While explaining the meaning of ‘Araish’, she said that it is basically a technique of producing an extremely smooth, glossy and crack – free surface in the final coat of lime plaster or floor finish. This practice has been applied on a wide range of surfaces, external as well as internal, in the form of plaster, floor finish, borders and painted frescoes on elements of local architecture.  Other applications include decorative borders, and decorative ceilings. Materials required for preparing Araish include lime, water, curd (yoghurt), marble dust, gur (jaggery), methi (fenugreek), gum, coconut oil, and coloring pigments, she further informed.

In the Chat & Chai session ‘Transcending Barriers – Making Design Work for the Traditional Crafts Person’, Designer and owner of brand TattvaMukul Goyal and Architect Sangeeta Maithel were in conversation.  They discussed the reinvention of the traditional crafts that can be used in new design products, deriving a new design vocabulary and how this is another way of sustaining traditional skills. By giving instances of his series of unique human form objects, he said that each object should be a piece of sculpture that engages the audience. While revealing the success mantra behind his product range, he said that quality has always been a bigger brand ambassador than design for him.

This was followed by another fun and interactive chat session in which Principal at the Delhi based Transform Design, AshmitAlag, rendered an interesting talk on ‘Psychology in Design’. While in conversation with the Jaipur based Architect Mukul Goyal, AshmitAlag explored how vision affects the overall perception of design and how it can be easily used to benefit the final outcome. He also discussed various theories like the theory of opulent spaces, theory of speed lines, tree of refuge and explained how other sensory inputs apart from vision aid in perception of spaces and design. While highlighting the difference between art and design, he said that art has no definite purpose but design needs to be usable. Thus, psychology plays a major role in design.

Another interesting feature of the final day was the artisans sharing their experiences of the Design Show. They said they have benefited from the show because it gave them a platform to come into direct contact with the consumers. Till now they were dealing with the customers only through mediators but through the show they received some direct orders from the end users as well.

It is to be recalled that the Jaipur Design Show – NineDotSquares was an initiative of Principal Architect, RituKhandelwal and was organized by Aspiration. It will now be an annual feature of the Pink City.