



## Koneru Lakshmaiah Education Foundation

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### Case Study Documentation: Exploring Andhra Handicraft Villages for

#### Art and Craft Village Design

#### Subject – Architectural Design - IV (Academic Year 2023-2024)

#### Faculty – Ar. K.Harshitha, Ar. Shivendu and Ar. Sravya

**Introduction:** In pursuit of understanding the intricate relationship between architecture, handicrafts, and community life, students embarked on a journey to explore five Andhra handicraft villages as part of the "Art and Craft Village Design" project. The purpose of this visit was multifaceted, aiming to delve into the architectural spaces required for handicraft production, gain insights into artisans' way of life, and comprehend the symbiotic relationship between the village ecosystem and the handicraft industry, including its growth and decline.

**Date of Case study – 3<sup>rd</sup> Jan to 7<sup>th</sup> Jan 2024**

**Objectives of the Visit:** The primary objectives of the visit were twofold:

1. To learn about the architectural spaces essential for handicraft production.
2. To understand the socio-cultural fabric of the handicraft villages and their connection to the artisans' lives.

**Selected Handicraft Villages:** The students explored five prominent Andhra handicraft villages renowned for their distinctive crafts:

1. Kondapalli Bommalu (Wooden Toys)
2. Uppada Sarees
3. Kuppadam Sarees

4. Mangalagiri Sarees
5. Kalamkari (Hand-painted Textiles)

**Methodology:** 18 students were divided into five groups, with each group focusing on one handicraft village. They spent five days immersing themselves in the village life, conducting surveys, mapping architectural spaces, and documenting their findings. This hands-on approach allowed for a comprehensive understanding of the village dynamics and the nuances of handicraft production.

**Key Findings:**

1. **Architectural Spaces:** Through meticulous mapping and surveying, students identified the specific architectural spaces crucial for handicraft production in each village. For example, in Kondapalli Bommalu village, workshops for wood carving were predominant, while in Uppada and Kuppadam, looms for saree weaving were central to the architectural landscape.
2. **Artisans' Way of Life:** Students gained firsthand insights into the daily lives of artisans, understanding their craft techniques, challenges, and aspirations. They observed the intergenerational transmission of skills and the significance of community spaces in fostering creativity and collaboration.
3. **Village Ecosystem:** The visit shed light on the intricate relationship between the handicraft industry and the village ecosystem. Students witnessed how socio-economic factors, cultural traditions, and environmental influences shape the production and marketing of handicrafts.
4. **Growth and Decline of Handicrafts:** By examining historical and contemporary trends, students analyzed the factors contributing to the growth and decline of Andhra handicrafts. They explored the impact of globalization, changing consumer preferences, and government interventions on the sustainability of the handicraft sector.

**Implications and Recommendations:** The insights gleaned from the visit have significant implications for the "Art and Craft Village Design" project. The documentation of architectural spaces, village dynamics, and artisan livelihoods will serve as valuable inputs for designing



sustainable and culturally sensitive art and craft villages. Recommendations may include integrating traditional craftsmanship with modern amenities, fostering skill development programs for artisans, and promoting eco-friendly practices in handicraft production.

**Conclusion:** The exploration of Andhra handicraft villages has been a transformative learning experience for the students, offering profound insights into the intersection of architecture, handicrafts, and community life. The documentation and analysis conducted during the visit lay a solid foundation for the "Art and Craft Village Design" project, poised to create inclusive and vibrant spaces that celebrate the rich heritage of Andhra handicrafts.



Figure 1 Kondapalli Bommalu



Figure 2 - Kalamkari Block Prints





Figure 3 Uppada Sarees



Figure 4 Kuppadam Sarees

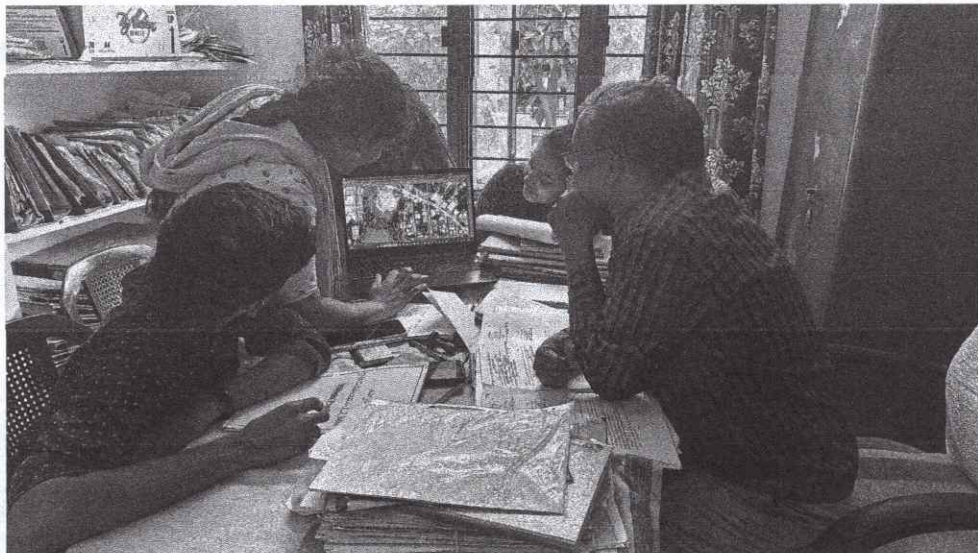


Figure 5 Stakeholder Analysis

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