

“DESIGN BASED CULTURE”

as envisioned by Artist Ravi Paranjape

‘Design-based Culture’ is the foundation of the edifice of orderly life. It is a postulate that imbues classicism, design, and the seven virtues of ‘desire, knowledge, purpose, mindfulness, ethics, commitment and altruism’. It empowers us to evolve and innovate in all aspects of life.

Any task, in any field, whether it is personal, professional or social, if carried out with this ideology in mind, shall be a ‘work of art’.

Classicism

The following of traditional and long-established theories

Design

A meaningful, pleasing and functional arrangement of the design components

The Seven Virtues

Desire

- Perpetual craving to learn, innovate and improve

Knowledge

- Learning with an open mind, educating and acquiring skills

Purpose

- Clarity of thoughts and objective

Mindfulness

- Awareness of the impact of the objective

Ethics

- Applying one’s knowledge without wavering from values

Commitment

- Discipline, focus, dedication and hard work

Altruism

- Selfless devotion to duty

‘Classicism’; I elaborate classicism as a ‘conscious study of classics & long-established theories, for self-development and innovation’ in the context of Design-based Culture.

‘A classic’ is a creation, which is judged over a period of time as ‘outstanding’, and of the highest quality’.

Music – indigenous, western, classical, light, vocal, instrumental – whether it appeals to you or not, cannot be without ‘sentiment, harmony and rhythm’, which is the soul of music. Musical concepts studied and perfected over the years have created profound theories and eternal classics.

As for painting, there have been a myriad of artistic trends and styles right from the pre-historic cave paintings till date, and there will be countless more. However, the spirit of any artwork is ‘expression’, and its ability of effectively conveying it to the beholder.

To be a good musician, one must study the techniques and practise with unrelenting effort. Similarly, to be a good artist, it is imperative to learn the classic artistic concepts and techniques. Aspiring climbers need to ‘condition’ their mind and body with focused training before attempting to scale the mountain. Similarly, aspiring painters also need to ‘condition’ themselves by studying art & history, and acquiring the right skills by disciplined practice of sketching, drawing, painting, handling various topics and variety of art materials, even if the artist is naturally endowed.

This doesn’t mean that one should merely keep ‘copying’ what has been established. We must seek breakthroughs; we must keep experimenting. However, instead of repudiating the classical artistic traditions & classic art as ‘timeworn’; study and understand them to strengthen your knowledge, to discover new possibilities, and to get enlightened.

Artists or anyone, must remain faithful to their art or line of work, fully justify their outlook and freely embrace the labors and ups & downs of the creative process is the timeless truth.

~ Ravi Paranjape