



DesignWalk
Interpreting the Local

An initiative by



Collaborative
Community

&

nativeplace

Design Thinking Workshop

THE CITY IS AN EXPERIENTIAL CLASSROOM

Bengaluru's journey from a 16th century urban vision to an 18th century military stronghold, an administrative showcase for princely/colonial Mysore and finally Prime Minister Jawaharlal Nehru's modern future-city in a free India created a multi-layered metropolis marked by cultural diversity and inherited contradictions. Uncovering these layers is essential in order to arrive at a deeper understanding of the city, establish a more meaningful engagement with it and locate ourselves within it.

WHY walk with us?

These out-of-classrooms, away-from-work spaces, experiential walking workshops re-interpret layers of city history and local culture to create a relevant context for Bengaluru experience. The theme-based Walks facilitate an understanding of city aspects that go beyond conventional expectations ascribed to a modern metropolis. They stimulate new ways to look, see and think differently. They are a useful exercise for visitors/ individuals, city projects, design modules or to meet a school curriculum need.

Bengaluru as a "case study" city is our way to share a deeper understanding of three broad concepts in our design walks: **Entrepreneurship, Innovation and Market**. These concepts are interpreted, contextualized and digested through various design thinking themes such as User experience, Multi-sensorial design, consumer/ people behaviour, market, urban innovation, understanding networks, entrepreneurship.

WHO walks with us?

The walks are both interactive and interpretative. They are for universities/ colleges, organizations/ companies, and professionals working across sectors such as design, technology, marketing, start-ups, product and service companies. We begin at 18+ years and prefer an optimum group size of 8 to 12 people.

WHAT do we do during a walking workshop?

Participants walk through symbolic spaces, immerse themselves in city stories, meet local people and understand how the city's past impacts its present. The Walks offer two options:

- Half day workshop: 4 hour design walk where participants engage in a combination of activities.
- Full day workshop: 8 hour (including a lunch break) all day session where participants engage in either all or a combination of activities.

A few activity examples are:

- Creative mapping (base map provided)
- Documenting (note taking and photography) experiences and reflections
- Theme based task setting exercises on looking and seeing (for full day workshops only)

- Discussions and presentations by the group/facilitator to compile, analyse and apply these experiences for a project need (for full day workshops only)

Workshop Themes

1. *Pete* Uncovered : City interpretation



Why *Pete* uncovered?

The grid-like settlement of Bengaluru was established in the old *Pete* (pay-tay) area of the city around 1537 but was far ahead of its time. It incorporated all elements of modern town planning within its boundaries. Stone inscriptions found in the area confirm that it soon became a prominent urban trade and exchange centre. Over the centuries, it caught the eye of both regional and national powers who sought and fought to acquire it. In the process, it developed a transitory identity that continued to be re-fashioned according to the contemporary visions of its rulers: transforming from a thriving commercial centre in the 16th century, to the seat of provincial administration in the 17th century, a significant military hub in the 18th century and a model princely state in a new India.

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Focus: An introduction to Bengaluru’s timeline, visions, visionaries and the historical events that altered the cityscape through the centuries. It provides a historical, social & cultural perspective on the way in which the city continues to retain and re-contextualise its spatial memories in the present. It helps us to interpret and introduce lateral thinking about ones’ work and apply in our area of interest/ sector/ work.

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Previous Design themes under *Pete* uncovered:

- Introduction to Bangalore: Geography & Innovation
- Introduction to Bangalore: Entrepreneurship & Impact

2. *Pete* People: City resource



Why *Pete* people?

The historic Bengaluru Pete dates back to the 16th century and was designed between two intersecting thoroughfares that divided it into four quadrants spread over approximately 25 sq.kms. These contained smaller *Petes* or traditional market areas that were distinguished by specialised activities, castes and occupations. Over time, it attracted artisans, merchants and traders who migrated here from across the region and even far away Western India. They settled in the Pete and appropriated the urban environment through places of work-worship and living that influenced the city's multi-cultural identity significantly. Their small scale manufacturing and retail units, family run businesses and artisan workshops continue to dominate the Pete alongside a thriving informal economy that flourishes within the city's largest wholesale market area.

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Focus: An introduction to how people, places and professions in the Pete impact the area's geography. Sample local cuisine (optional), observe local markets and workshops or manufacturing units to understand how the social, economic and cultural milieu are closely interwoven with the area's spirit of entrepreneurship & innovation.

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Previous Design themes under Pete People:

- People, Entrepreneurship & Markets
- Informal Economy & Innovation | Market places, E-commerce & Informal economy
- Lean model (start-up), Scale & Leadership

3. Sensory walk: Interpreting user experience



Why Sensory walk?

It is easy to be overwhelmed by the Bengaluru Pete. This traditional *bazaar*' area is a rich sensory landscape where shops spill onto pavements, streets are crowded with commuters and cows, and the heady fragrance of flowers and spices in the markets, crumbling old buildings and the calls of vendors in local languages are all interwoven with multiple things to see, touch, hear, smell and taste.

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Focus: Exploring new ways of mapping the relationship between sense and stimuli while navigating spaces differently. In the process, we eliminate traditional visual landmarks and help establish new sensory ones. Social, cultural & historical interpretations are contextualised to new design thinking approach towards user experience, visualization and/or gamification.

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Previous Design themes under Sensory walk:

- User experience : Getting out
- Experiential design for start-up teams
- Gamers : Multi-sensorial experience & Mythology
- Ways of observation : Experiential thinking