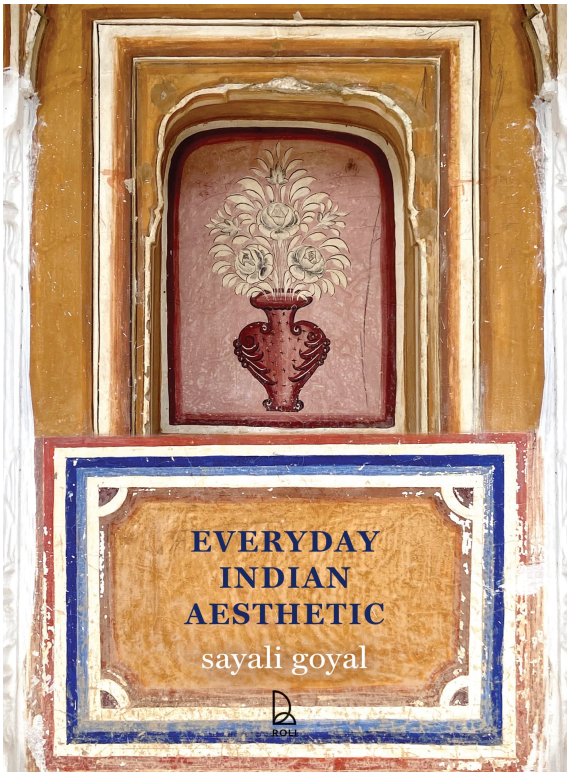
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Everyday Indian Aesthetic

Sayali Goyal

ISBN	9788196643546
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Illustrations	540 color
Price	$35.00

- The book features over 400 photographs captured during Goyal's travels across rural and small-town India, showcasing the nation's rich design elements
- With help of the images, Sayali Goyal emphasizes India's diversity while showcasing how design reflects cultural exchanges and preserves historical elements in contemporary settings
- Authored by Sayali Goyal, a visual artist and cultural entrepreneur educated at the University of Arts, London, the book benefits from her extensive experience in art exhibitions and lectures at prestigious institutions.

Everyday Indian Aesthetic is a unique documentation of India, depicted through aesthetics as seen in architecture, adornments, objects, colors, textures, patterns, and typography. It celebrates the diversity of the country while highlighting the identities and functionality associated with everyday design. With more than 400 photographs taken during Sayali Goyal's travels around rural and small-town India, she invites you to take a personal journey and interpret the richness of Indian design that is based on form and functionality with an element of the unusual. This photo book will let you wander through the pages without restricting the way you see and discover how design has the capacity to document cultural exchange whilst holding the past in the present.

Sayali Goyal is a visual artist, traveler and cultural entrepreneur. Educated at the University of Arts, London she has held art and textile exhibitions at London Design Festival 2019, Casa Muniz Gallery California, Indira Gandhi National Centre of Arts Delhi, Jaipur Art Week, Kathiwada City House Mumbai, Le Corbusier's Gallery at Alliance Française Chandigarh, and India International Centre Delhi. She has been a guest lecturer for research, design and publishing at London College of Communication, Parsons School of Design, OCADU Toronto, and Concordia University amongst others.

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