

Annexure – 5

India GOH Pavilion at FIL Guadalajara, Mexico 2019

**Nodal Agency: National Book Trust, India
Designer: National Institute of Design, India**

Concept Note

A landscape of Indian languages

The design of the India Pavilion is based on the concept of presenting Indian culture through the idea of a *landscape of languages* that embodies India's multiculturalism through rich and diverse literary and oral practices.

The richness of this *landscape of languages* is depicted through the use of letterforms from eight widely used Indian scripts and eight that are endangered. Forming the functional and visual elements of the Pavilion, the letterforms represent the diversity of cultural expressions that through the ebbs and flows of time have made India what it is today.

The interactive digital experiences within the Pavilion illuminate the engagement of Indian literature with the environment, climate crisis and scientific traditions that inform and shape sustainable cultural practices. Among these is Antariksha Sanchar, a speculative science fiction adventure inspired by the vibrant cultures of South India. Representation of environmental themes in the work of illustrators and artists from the NBT archives. Commemorating 150 Years of Mahatma Gandhi, the pavilion experience highlights Gandhi's role in social upliftment and the freedom struggle through the acts of writing, publishing and disseminating.