JD Centre of Art
www.jdcentreofart.org
Vision & Design
February 2017

Cover image: Model of JD Centre of Art
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The vision of JD Centre of Art (JDCA) is to preserve and promote traditional and contemporary art, without boundaries. This vision is taking shape across the historic 2nd Cent. BC Khandagiri caves in Bhubaneswar. Construction of its first phase is ongoing and the JDCA would open in 2017 to the public.

JDCA wants to build a living, ever-changing example of sustainable, human-centered design for Odisha, around its diverse collection. The Centre wants to create a space and place for a state-wide conversation about the power of art to transform, sustain, educate and empower.

Jatin Das  www.jatindas.com
The Centre has been established by Jatin Das, its Chairman, a contemporary artist conferred with one of India’s highest civilian awards, the Padma Bhushan.

He was born in Odisha. While in his twenties in Mumbai, he began what has grown into a major collection of contemporary and traditional art, artefacts, antiquities and books. Significant among these are a large body of more than 5,000 Pankhas (hand fans) and related objects, which has been exhibited in India and abroad to wide acclaim.

Top: Sculptors’ Camp at the JD Centre of Art site, eminent sculptor Sarbari Ray Choudhary making the stone sculpture.
Bottom: Dr APJ Abdul Kalam, former President of India, with Jatin Das by a mural painted by him at NCGR, New Delhi.
Location
JD Centre of Art site is located on the outskirts of Bhubaneswar, the capital of Odisha, in Eastern India. It is situated on the National Highway, NH5, facing the historic 2nd Cent. BC Khandagiri caves.

Bhubaneshwar is an ancient temple city. Many Buddhist sites have been excavated recently, and innumerable sites are still lying beneath the surface. The Sun Temple of Konarak, a World Heritage Site, is two hours’ drive from Bhubaneshwar. The Jagannath Temple of Puri, at a similar distance, is one of the four Hindu pilgrimage centres.
Odisha’s Traditional Cultural Legacy

Odisha, has a rich cultural heritage that is fast disappearing. It is economically disadvantaged, with the second lowest Human Development Index of India, with about a third of the population earning less than $1 a day.

It is largely an agrarian state with 62 officially recognised tribes, accounting for a quarter of the population of Odisha. The tribes live in regions rich in minerals and are thus prone to adverse effects of industrial development.

The potential to create economic change through culture and responsible development is vital for the region, and JDCA is actively ensuring awareness of this need through its programming.

Traditional crafts and arts of Odisha are an important part of the State’s cultural legacy. These have to be seen in the context of the larger backdrop of classical, folk and tribal arts and crafts. Bounties of the verdant natural landscapes are fashioned into ingenious objects by the craftspeople, be it Sal leaves, the grains of rice, palm leaves or natural fibres.

Most known of the crafts are:
Patta Chitra, Bell, Brass and Silver Metal Work, Stone Carving in Granite, Sandstone and Soapstone, Applique, Woven Silk, Cotton and Ikkat Textiles.
Orissa or Odisha as it is now called, stretches along the Bay of Bengal. It is blessed with natural resources, fertile lands, minerals and rivers, lakes and mountains. The state has a rich tradition of all art forms, which are still in practice.

Ashoka, the Indian emperor in 3rd Cent. BC fought and won the war with the rulers of Kalinga/Odisha. But the large-scale massacre converted Ashoka to embrace Buddhism and spread it to Sri Lanka and South-East Asia. Kalinga art and culture can still be traced in South East Asian countries. The legacy of Kalinga’s maritime activities still exists in present Orissa through the Bali Yatra festival.

The present capital of Orissa, Bhubaneshwar is an ancient temple city. The State has a rich built heritage of Buddhist monuments and temple architecture. The Sun Temple of Konarak, a World Heritage Site, is two hours’ drive from Bhubaneshwar. The Jagannath Temple of Puri, at a similar distance, is one of the four Hindu pilgrimage centres.

The vernacular architectural tradition of Odisha is as important as its historical classical architecture. Unfortunately less documented part of the Odisha’s built heritage. The JDCA actively documents this vanishing heritage engages with traditional masons to build many of its temporary structures.
“Although I have lived in Bombay and Delhi for many years, I am doing this in Bhubaneswar because of my roots in this ancient and multi-layered heritage. My inner landscape owes much to Odisha’s rice fields, the gold and Naples Yellow of its hay and earth, the village potters, the tribals’ shining smiles and their dhokra figurines.”

Jatin Das

A few key areas of engagement at the JDCA are:

- **Sustainable design**
  The building is human-centred architecture and takes inspiration from the local milieu

- **Celebration of Indian art and craft**
  It’s presence and meaning in the modern world

- **Education**
  A co-education space with programmes that run in the Centre and in collaboration with schools/educational programs across Odisha

- **Digital media**
  To create an interactive experience of the Centre and dually communicate to people across Odisha, broadcast to wherever you might be in the world, the design-experience

**Phase 1 Construction**

The JD Centre of Art is envisioned to become an important cultural hub for not only Odisha, but also for the country. The Centre is committed to promote and showcase Indian arts, and build a living, ever-changing example of sustainable art centre for Odisha. JDCA wants to create a space and place for a state-wide conversation about the power of art to transform, sustain, educate and empower.

Building this in Orissa is unique, there is nothing like it – if we are to understand new artistic ways of co-development, this is the space to do that.

JD Centre of the Art: Architects: B V Doshi, Vastushilp, Associate Architect: Studio Vanro; Model by Siddhartha Das Studio

7: JD Centre of Art : www.jdcentreofart.org
Architectural Design

The architectural design is informed by the undulating topography of the site, the rocks looking onto the Khandagiri caves. Eminent Architect, B V Doshi is the Master Planner and the Principal Architect of the Centre. The building scaled at a human level, takes the visitor through the intimate galleries that open up into larger open spaces.

The JDCA is envisioned to become an iconic part of Odisha’s cultural landscape. The Art Centre is being conceived in phases. The first block will be open to the public in end-2017 and the entire Museum subsequently.

Phase 1a: 2015-17

The first phase of JDCA which includes 5 galleries and ancillary Museum spaces that together cover an area of about 15,500 sft. Scheduled to be functional in 2017, this phase is being built in two sub-phases:

• Unit 1: Entrance & Galleries
• Unit 2: Galleries

Phase 1b: 2017-18

• Unit 3: Services, Administration, Storage and an artist studio space.
The Galleries and associated museum phases are planned in a manner that when the back portion of the museum, Unit 3, becomes operational, the spaces in the front portion, Units 1 & 2 of can flow seamlessly into it.

Most spaces at the back are non-gallery spaces, but vital spaces that will make the Museum run as a holistic complex.

Left: The exploded view of the building makes the spatial arrangement apparent.

**Second Floor**
- Jatin Das Galleries
- Jatin Das Studio
- Guest room and Art Residency
- Artist Room

**First Floor**
- Contemporary Art Gallery
- Office
- Art Storage and Conservation

**Ground floor**
- Reception
- Office
- Pankha, Basketry and Textiles Gallery
- Metal, Wood, Ceramic Artefacts

10: JD Centre of Art : www.jdcentreofart.org
Construction of JD Centre of Art

- Excavation
- Fixing of Reinforcement of Footing
- Finished Footing
- Casting of PCC
- Curing of Columns
- Shuttering for Beam
- Shuttering for Roof Slab
- Ground Floor
- Starting 1st Flr Construction
- Shuttering of Roof Slab of G Flr
- Shuttering for 1st Flr Columns
- 2nd Flr Construction
Environmental Quality Energy Plus Assessment
By Dr. Payal Das
Assistant Professor, Oxford University, UK

Climatic Study of Bhubaneswar over the year to help design a building that can factor in the climatic issues.

Extreme climatic conditions
June to Sept 90% RH
April to Sept above 40°C

Aspirational interior conditions
Humidity 40% RH
Temperature 25 to 32°C

Observations
• 35% of the year, temperature is above 30°C
• 93% of the year, RH is above 40%
• 75% of the year, PM$_{2.5}$ concentration level is above 75µg/m$^3$

Sustainable Design Principles

To create a sustainable building, the following measures have been taken:
• Double walls provide better insulation
• Skylights for the upper galleries bring in natural light.
• Air movement inside the building is stimulated by creating floor cut-outs in the slabs and double height spaces.
• Air curtains are placed at entry and exit points.
• Photovoltaic cells installed on the roof to create some of the energy required by the Centre.
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Collection
Jatin Das started collecting beautifully crafted objects, much before the idea of the Centre came into being. As the idea of the Art Centre grew, his house and studio became filled with the growing eclectic pieces. With different galleries in view, Jatin goes on acquiring unusual hand crafted articles, even today, both in India and overseas.

The current collection contains:
• Jatin Das’ Art
• Contemporary Art
• Traditional Arts & Crafts
• Pankha / Hand fans: over 5,000 hand fans
• Films on Art: over 1,700 film
20,000 hours of audio and video recording on tribal and folk culture of Odisha
• Books on Art: over 8,000 publications
• Recordings of 190 lectures on Art [Meet the Artist lecture series] held at the JDCA over the last 15 years.

Programs of JD Centre of Art
• Annual Film Festival on Art & Artists, the 12th Festival will be held in 2018
• Monthly Meet the Artist Programme, has run uninterrupted since 2001
• Workshops
• Exhibitions
• Lectures and Seminars
• Community Arts for Children

Publications of JD Centre of Art
• Artist sketchbooks
• Book of Poems & poster
• Posters on Tribes of Odisha for schools
Programmes: Meet the Artist (MTA): Monthly Artist Lectures
The Meet the Artist series has run uninterrupted since September 2001 from the Centre's temporary office in Bhubaneshwar. Every second Saturday of the month a scholar, artist or craftsperson is invited to share their work to an audience. Both well-known and lesser-known contributors run the gamut of the visual and plastic arts. Every Meet is recorded; the recordings, already a substantial archive, are stored for study and research.

Highlights of the MTA programme:
8th: Padmashree B.V. Doshi, eminent architect, on Relevance of tradition in contemporary Indian Architecture
61st: Ramli Ibrahim, director and dancer at Sutra Dance, on Sutra Dance Theatre and Sutra Art Gallery
64th: Pradip Khandwalla, poet, & ex-IIM Ahmedabad director, on Poetry Reading
105th: Prafulla Mohanty, artist/architect, on Conservation and Restoration of a Traditional Village by an Artist Architect Shri Prafulla Mohanty
126th: Kapila Vatsayan, eminent Art Historian, on Dialogue in Culture & among Cultures
164th: Ashok Vajpayee, poet & ex-Lalit Kala Chairman, on Management of Cultural Institutes
179th: Dr. Sunil Kothari on Patachitra Painting as source of inspiration for late Guru Kelu Charan Mohapatra.

Programmes: Annual Film Festival on Art & Artists
The JDCA Film Forum is a permanent programme initiative for archiving, documenting and screening of films on art. The Film Forum Archive already houses over 2,000 documentary films. This archive is planned under the larger umbrella of Odisha Cultural Resource Centre.

Under the aegis of the Film Forum, JDCA has organised eleven Film Festivals on Art & Artist since 2005. This initiative exposes the youth to India’s rich cultural heritage. Eminent film makers, critics, artists and scholars from all over the country participate in the festivals. These have been widely covered in the National Print and Electronic Media. About 35 selected films are shown over three days, open to all and without ticketed entry with a host of ancillary programmes and interactions. The event allows the viewers to explore the personal vision and creative process of both the filmmaker and the artist.

The 12th Film Festival will be held in 2018.

Past programmes
National Sculptors and Potters Camp, 2004
The JDCA brought contemporary and traditional artists and craftspeople to work on its site side by side. Twenty invited sculptors and potters, ten of each, participated in the campus

National Seminar on Conservation, 2004
In line with JDCA’s aim to be a catalyst for cross-disciplinary connections, its first ever major conference, the National Seminar on Conservation, was held during the final days of the artists’ camps in 2004, allowing the "makers" of art to come together in the evenings with those involved in conserving heritage.

Workshop for Traditional Stone Artisans, 2007
The Crafts Council of India (CCI) in association with JDCA conducted the last in a series of five stone artisans workshop at the JDCA site in November 2007. The workshops were strived to build teams of artisans capable of interpreting design briefs combination of new and traditional technologies and approaches to provide a link between the craft heritage and a challenging contemporary world.
Programmes by the JDCA (Top to Bottom):

Regional Impact
The impact of the JD Centre of Art on the region will be multi-dimensional. From the planning and construction phases, to the cultural outreach and programme made available to the local community.

Connecting Communities and Context
The JD Centre of Art has been working towards the development of an appreciation of place and culture, community pride, museums preserving heritage, and opportunities for learning across all ages. Through its programming, as well as its outreach, the Centre will contribute to the sustainability and development of craft communities in the state.

Sustainable Livelihoods
The resources that the museum creates in the local community, will help generate sustainable livelihoods for communities in the state. The proposed art programming will transcend social divisions.

School & Education
JD Centre of Art will be conceived of as a vibrant art space fostering interactions for students and the youth. The Centre, though rooted in its local context, will connect with other museums, cultural institutions and individuals across the world.
Digital Media

New technologies in our approach are used carefully to reveal the world of art in new, fascinating ways to a cross section of audiences.

A mix of audio-visual, interactive and static formats design will be seamlessly bound together to create an effective communication design approach. The design will not look at the conventional approach of using merely flat graphic panels, but a layered narrative, that brings alive the storyline using text, audio and video displays, in an intuitive manner.

Seen closer and piquing curiosity, innovative digital technologies create through audio-visual exhibits a layered experience for the visitors.

Mobile Apps will be created and audio tours will be created, the latter will help transcend the barriers of literacy and the written word to make the information available for a cross-section of audiences. Interactive Apps interface are shown here.

An offline website within the Centre and an online site or a full-fledged website takes the experience of the Centre beyond its walls.
**Board of Trustees:** Eminent Odia’s
- Biren Das: Film Maker, director of cultural TV magazine, Ajir Odissa
- Dr. Debi Prasanna Pattanaik: Linguist, former Director, Central Institute of Indian Languages, Mysore. Padmashree awardee
- Dhiren Das: Engineer
- Gayatri Das: Social worker; President, Gunjan Dance Academy
- Haranarayan Dash: Architect, Faculty of School of Planning & Architecture
- Jatin Das: Artist
- Shri L.I Parija: IAS (Retd.); former Chief Secretary, Govt of Odisha
- Nandita Das: Actress & Filmmaker
- Nivedita Scudder: Educationist, President, Unnayan (NGO)
- Prof (Dr.) Satyananda Acharya: Geologist, former Vice-Chancellor, Utkal University, Bhubaneswar
- Dr Shantanu Mohapatra: Music Director, former Director, Mines, Government of Orissa.
- Siddhartha Das: Designer & Curator, Visiting Faculty at various colleges
- Sitakanta Mahapatra: IAS (retd.), former Secretary, Culture, Govt. of India, former Chairman, National Book Trust, Delhi, Poet

**Advisory Committee**
- Adoor Gopalakrishnan: Filmmaker, Kerala
- Dr. Ashok Khosla: Activist Founder Development Alternative, Delhi
- Balakrishna V. Doshi: Architect; founder, CEPT University, Ahmedabad
- Bunker Roy: Activist, Founder, Social Work & Research Centre, Rajasthan
- Dr. Deborah Swallow: Art Historian, Director, Cortauld Inst. of Art, UK
- Hasmukh Shah: IAS (Retd.); former Head, Governing Council NID, Gujrat
- Jagadananda: Activist, Founder CYSD, Bhubaneswar
- Jagannath Prasad Das: Poet, Delhi
- John Philipose: Museologist, Delhi
- Kishore Bassa: Anthropologist, former Director, Bharat Bhawan; Bhubaneswar
- Martand Singh: Textile Expert, Founder UK INTACH, Delhi
- Lalit Mansingh: Foreign Secretary, Govt. of India, Delhi
- Neville Tuli: Chairman, Osians, Mumbai
- Pradeep Khandwalla: former Director, IIM Ahmedabad
- Prafulla K. Mishra: Sanskrit scholar, Vice-Chancellor, North Orissa Univ. Bhubaneswar
- Pranabranjan Ray: Art Critic, Kolkata
- Raghu Rai: Photographer, Delhi
- Russell Harris: Archivist, UK
- Sam Pitroda: Scientist, former Head Knowledge Mission of India, USA
- Subrata Bhowmick: Designer, Ahmedabad

**The Organisation**
The Centre is driven by Jatin Das, its Founder and Chairman, a contemporary artist born in Odisha. The Trust has been pursuing programmes from a temporary venue until the Centre is completed.

An office also operates out of Delhi. It has an international Advisory Committee comprising professionals from diverse walks of life.

**JDCA Office Bearers (honorary positions)**
Patron: Governor of Orissa
Chairman & Settler: Jatin Das
Secretary: Shantanu Mahapatra
Executive Director: Abasar Beuria
Administrative Director: Mangala P. Mohanty
Friends of JDCA, President: Dhiren K. Roy
Legal Advisor: Bijay K. Mohanty
Chartered Accountant: Gokul Chandra Das
“The JD centre has been persistently endeavouring to keep people engaged in the aesthetics of life. The collections of art objects by the JD Centre are a visual delight and a reminder of our cultural wealth.

Collection of art, its cataloguing, preservation and displaying them to public at times is not easy. It needs the lifetime devotion and commitment of a person like Jatin Das to bring such dream into reality.”

Chief Minister of Odisha, Shri Navin Patnaik, during the Foundation Stone Laying Ceremony of JD Centre of Art at the site
(with Governor, H.E. SC Jamir, and Cabinet Minister of Culture, Govt of India Chandresh Kumari Katoch; and Minister of Culture, Govt. of Odisha, Shri Maheswar Mohanty)

Supporting the JDCA

**Founding Benefactors (the creation of one block)**
Credited in the following manner:
- Gallery Block by: name of Benefactor
- A plaque in each of the galleries within the gallery block, strategically located
- Credited in all relevant publications

**Benefactors (the creation of one gallery)**
- Credited in the following manner:
  - (particular gallery) by: name of Benefactor
- A plaque in the gallery, strategically located
- Credited in all relevant publications that mention the sponsored gallery

**Both Benefactors** will be provided with:
- A sustainability plan to be self-sufficient within
  5 years
- A detailed utilisation report of funds within
  3 years, for each year

**Sponsor**
- Project, Programme and Infrastructure specific funding
- This may be a one-time grant or a grant paid annually to support for a period of time.
- A sign strategically located in the space where the Project, Programme and Infrastructure is located
- Credited in all relevant publications that mention the specific area

Phase 1A is underway with 40% funding from the Ministry of Culture, Government of India. Construction of Phase 1B will start in 2016 end.

**Committed Benefactors**
Ministry of Culture, Govt. of India
Govt. of Odisha
Jatin Das
Kiran Mazumdar-Shaw, Biocon

**Committed Collaborators**
Google Cultural Institute, Google Adwords

**Sources of Funding Being Explored:**
- Corporate/Private Benefactors/Sponsors
- Govt. Grants
- Revenue Generation by JDCA
The funds will be used to cover the one-time costs of building, interiors and operations cost for first three years.

**Tax Exemption**
The trust has been granted tax exemption (Section 80G) and clearance from the Home Ministry, Government of India, to receive foreign funding (FCRA).
The Journey of India, Mural by Jatin Das at Parliament of India, New Delhi, 2001. Commissioned by the Govt. of India to celebrate India’s 50th anniversary of Independence. 7x 68 ft

The JDCA Execution Team

B V Doshi, Vastu Shilpa Consultants:
Master Planner of the Museum
Principal Architect, Vastu Shilpa Consultant.
www.sangath.org
B V Doshi, Padmashri recipient is one of India’s leading architects & known for the evolution of contemporary architectural discourse in India.
Key Projects include: CEPT, Ahmedabad; LD Museum of Indology, Gandhi Labour Institute, Tagore Hall; Ahmedabad; NIFT, Delhi; IIM Bangalore and Udaipur and Nalanda University.

Rohit Raj, Studio Vanro:
Associate Architect
Principal Architect, Studio VanRo.
www.studiovanro.com
Rohit Raj is a graduate from School of Architecture CEPT, Ahmedabad and Massachusetts Institute of Technology (MIT), USA. He is a partner of Mahender Raj Consultants.
Key Projects include: Jaisalmer Airport and Delhi Flour Mill.

Siddhartha Das:
JDCA Vice-chairman & Project Head,
Museum Curator & Designer
Principal Designer, Siddhartha Das Studio.
www.siddharthadas.com
Siddhartha has worked on cultural projects with a focus on museums and heritage. He is a visiting faculty at colleges of design and architecture across the world.
Key Projects include: museum exhibitions at Museum Reitberg, Zurich; Crafts Museum; Scenographic design for Jal Mahal, Jaipur; Jodhpur Govt. Museum; College campus for Indian Institute of Art & Design, Delhi.
In my mind, the Centre is already there, the objects are in place, a poet is reading under a tree and a potter is working at the wheel.
I am in a hurry to build because the building itself is only the beginning.

Jatin Das