



India
Contemporary Design: Fashion, Graphics, Interiors
Divia Patel

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Between 2000-2008 India's economic and political ascendancy were charted in the world's press. This period of dynamism ushered in an increased sense of confidence, aspiration and pride in being Indian. This book is about the response of the design community to India's changing environment. It focuses on fashion, graphic and interior design as metaphors of the complex networks that constitute globalization within key metropolitan centers of India. Examined within the context of their production and consumption, and through their economic, social, political and cultural underpinnings, a picture emerges which conveys how designers grapple with issues of identity and globalization, nationhood and modernity, ethics and commerce.

Divia Patel is a curator in the Asian Department of the Victoria and Albert Museum. Her areas of expertise include contemporary art, popular culture and photography of South Asia, as well as the 19th century copies of the paintings of Ajanta. She has curated several exhibitions including the award-winning, internationally touring show, *Cinema India: The Art of Bollywood* and *The Photographers' Pilgrimage: Exploring Buddhist Sites*. She co-curated Indian life and Landscape, an exhibition of paintings by western artists in India from the 17-20th centuries, which toured extensively through India. She has published widely on Indian cinema graphics, photography, contemporary art, design and paintings. She is currently co-curating a forthcoming exhibition on Indian Textiles.

