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CENTRE FOR CULTURE AND HERITAGE OF MALENADU SHIVAMOGGA



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ABSTRACT

The project seeks to acknowledge the region's historic and cultural attachment to the land. Designing this 'Centre for Culture and Heritage of Malenadu" would make it an iconic landmark without overwhelming the site's wstablished identity- the Jail; conserves it and opens up for new ideas and implementations



THESIS GUIDE-

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INTRODUCTION





The museum can provide the matrix for motivation and imagination to emerge from a deep understanding of the history of our own past, culture and its relevence and place in contemporary conditions.

There has been cultural negligence in the past few years. Lack in promoting and encouraging may not only lead to cultural extinction but also affects cultural tourism to greater extent.

Its aim is to develop ways and means by which basic cultural and aesthetic values and perceptions remain active and dynamic among the people.

Our Culture defines who we are and where we come from. Keeping in mind the disconnect that has developed towards our social relationship with things that revolve around the same as a result of urbanization, the thesis aims to propose a Socio-cultural Hub centered around culture and heritage of malnad.

A unique mix of culture and heritage related activities is to be explored such as museums, Visitor information centre, workshops, local artists market, Performing art centre, library, art galleries Amphitheatre, and most importantly the element of exploration of the past. This mix is proposed in an effort to rekindle the awareness of a city dweller towards the city/region's rich culture and heritage and glorious past in its diverse aspects.

Shivamogga is a fast growing city and is also selected for the smart city programme. Though known as "Malenadina Hebbagilu" and is a popular tourist spot, the city's centre lags behind "culturally".

This thesis proposes to build a culture and heritage centre for the region of Malenadu (malnad)

This Cultural hub will have multi character nut will act as joint single entity in encouraging this culture and traditions.

The proposed centre seeks to provide the visitor with a multifaceted experience beyond its permanent museum exhibition- activities, workshops, education programmes, performances, craft display, temporary exhibitions and much more.

Major revenue for cultural hubs turns out from localites who frequent throughout the year. Foreigners and other tourists flow rate will be high only during vacations. Hence it is equally important to attract both crowds to create year-round functioning active space.

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