

ADJOINING TRADITIONAL CRAFTING 2014

#### ECO- FRIENDLY TALIPOT PACKAGING

A DESIGN INTERVENTION
TO UPHOLD THE LOCAL CRAFTSMANSHIP
TARGET INDUSTRY - TALA (TALIPOT- PALM)



Message from the Vice Chancellor, University of Moratuwa Message from the Dean, Faculty of Architecture Message from the Head, Department of Integrated Design Introduction Department of Integrated Design - University of Moratuwa Dabadeniya Export Product Village (DEPV) Packaging collection **Avant- Garde Fashion Collection Sponsers** Project advisers - Department of Integrated Design(UOM) Student Designers (UOM) Acknowledgement



## MESSAGE FROM THE VICE CHANCELLOR UNIVERSITY OF MORATUWA PROF. ANANDA JAYAWARDENA

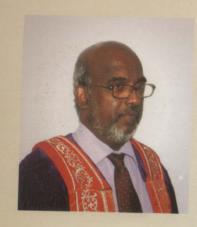
The role of universities today has changed from mere producing graduates and carrying out research to include a very important aspect of solving societal problems and significantly contributing for national economic development. Towards this end, the University of Moratuwa bears the vision "to be the most globally recognized knowledge enterprise in South Asia". Its mission aims for producing world class graduates in an environment that provides rewarding experience for students and staff through transformative education, carrying out nationally relevant and high-impact research, providing expert services to the State, Industry, and the Society with overarching objective of contributing to sustainable, scientific, technological, social and economic development of Sri Lanka.

The Department of Integrated Design, being the only fully fledged department for design education within the local university structure is aligned to produce world class graduates who are academically sound, self-confident, flexible and internationally recognized through innovative methods of outcome based education with the intention of making the students socially responsible and equipping them with the attributes of "job creators" than "job seekers".

Initiating with "Refined Cane" project in 2012, continuing with "Una 2013", this year's project of "Adjoining Traditional Crafting - Tala 2014" benefiting talipot crafting communities in Dambadeniya not only provides opportunities for participating Level II students to understand the true potential of traditional craft but also it takes students in a pathway of professionalism where their expertise can be applied for synergetic enhancement of value addition to an industry facing numerous challenges. I congratulate the members, both staff and students of the Department of Integrated Design and all the partners for implementing this project with an exhibition and a fashion show specifically addressing product marketing.

I wish "Adjoining Traditional Crafting" a great success.





## MESSAGE FROM THE DEAN FACULTY OF ARCHITECTURE, UNIVERSITY OF MORATUWA PROF. P.K.S. MAHANAMA

Department of Integrated Design of Faculty of Architecture, University of Moratuwa has taken prime responsibility to produce creative designers with innovations in the field of Design. This provides great opportunity for youth of the country to enter the world of Design with innovative creativity and social responsibility.

I greatly appreciate that the Level II design undergraduates have undertaken a design project to enhance the traditional Talipot craft industry and uplift the standard of living of the craft communities in Dambadeniya area through design and marketing interventions. This project will be carried out in collaboration with the public and private sector institutions.

The exhibition, which will be organized by the students, would be a young Sri Lankan Designers' event to demonstrate the final outcome of the effort. I wish you the very best in all its endeavours.

# MESSAGE FROM THE HEAD DEPARTMENT OF INTEGRATED DESIGN FACULTY OF ARCHITECTURE, UNIVERSITY OF MORATUWA ARCHT. PRASANNA LIYANAGE

Conserving and practicing the prized knowledge in traditional crafts is excessively imperative to the economy of a country. The inflation of a dying craft can be done by giving potential to craftsmen to explore new opportunities and sharpen their craft skills, while relating traditional knowledge with trends and needs of the modern market. "Adjoining Traditional Crafting 2014" is the third consecutive project that was implemented by the Department of Integrated Design, University of Moratuwa with this concept as the foundation.

At the Department of Integrated Design, we believe that it is essential for the students to learn the design process in such a way that designing to enhance the skills of craftsmen is the ultimate challenge having to do so without harming the social system. The current tradition which has been brought down by generations is a barrier for all to overcome. While intervening in a profound comportment to uphold the industry with their knowledge of history, community and most importantly, design, they learn to be sensitive to the social system.

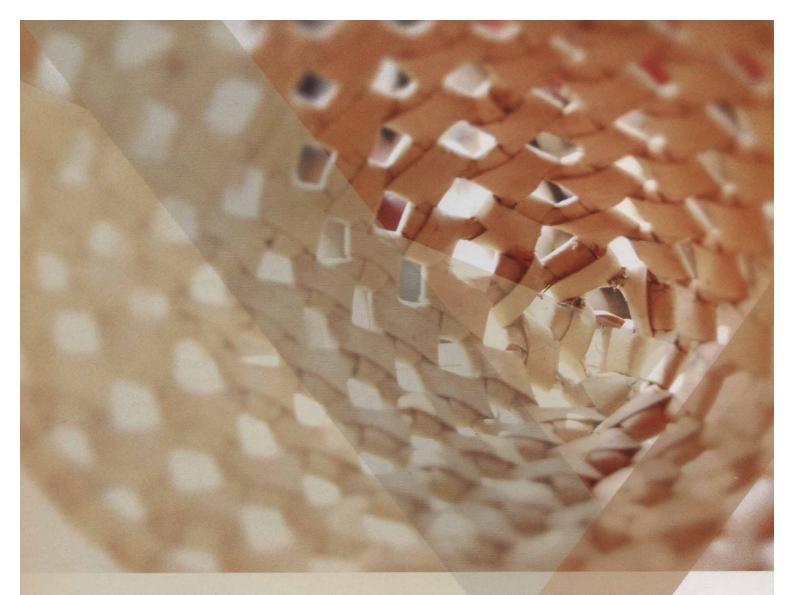
My heartfelt gratitude goes to all the voluntary organizations that supported us, and each and every person who worked endlessly to make this project a reality.

I wish "Adjoining Traditional crafting 2014" a great success.



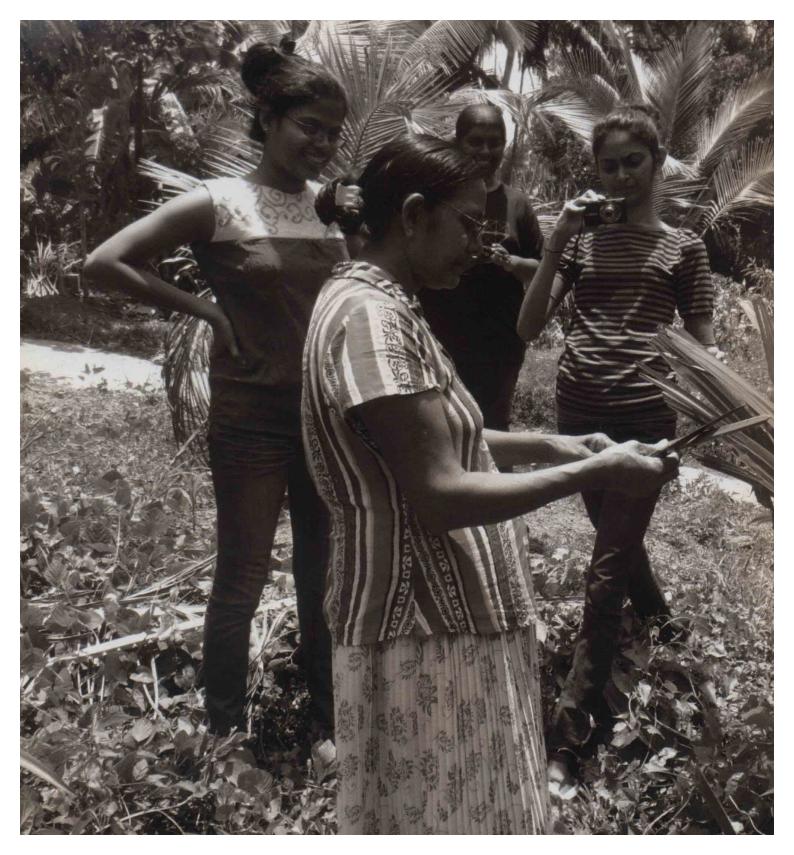
## INTRODUCTION

Project "ADJOINING TRADITIONAL CRAFTING 2014" has been implemented by Department of Integrated Design of Faculty of Architecture, University of Moratuwa, especially to introduce design intervention for the grass root level of once adorned craft industry; Talipot. Students of Bachelor of Design degree course are actively engaged in this project in association with Dambadeniya Export Product Village (DEVP) to revive this precious inheritance by maneuvering its usage within packaging industry.



Students have experimented with this versatile craft material; Talipot, in order to bring out its qualities at their best while seeking for novel innovations in crafting and material preparation. Local and foreign demand for natural material based packaging in different perspectives was observed during the design process to keep up with the rapidly changing needs of the current society.

By merging the traditional skills and technologies with innovative design concepts students have been able to introduce a range of products that goes beyond monotonous packaging designs, to regain the local and international attraction once possessed by highly appreciated traditional crafts.



ADJOINING TRADITIONAL CRAFTING 2014

ECO- FRIENDLY TALIPOT PACKAGING

A DESIGN INTERVENTION
TO UPHOLD THE LOCAL CRAFTSMANSHIP
TARGET INDUSTRY - TALA (TALIPOT- PALM)

### DEPARTMENT OF INTEGRATED DESIGN UNIVERSITY OF MORATUWA

Department of Integrated Design of University of Moratuwa is the pioneer of country's higher level of Design education and has been processing and developing the field of Design for over a decade in the Faculty of Architecture, leading the students through an innovative and problem solving practice of Design application.

Thus, with the mingling of creativity and functionality the Degree course attempts to create Designers of an individual identity that can enrich the Sri Lankan context.

Specializing in different streams of Design, the course provides a great opportunity for the youth of the country to enter the world of Design with innovative creativity and socio-cultural consideration. Media and Communication Design, Lifestyle Design and Product Design are the established fields of studies in the course. The Degree program while responding to the demand of great diversification in higher education; also provides an immense contribution to the National development through academic performances.



## DAMBADENI EXPORT PRODUCT VILLAGE (DEPV) DAMBADENIYA

Among the blissful paddy fields and forests in Kurunegala district, lies a range of communities solely dependent on the material talipot. Namely Narammala, Polwaththegedara, Yatigaloluwa, Rangallepola and Veragala are some of the few villages.

Under a concept of Mr. Lalith Athulathmudali, Dambadeniya Export Product Village was established in 1981. Then consisting over three thousand families, DEPV began with exporting agricultural goods. But due to various obatacles, production shifted to crafting.

As talipot is an abundant material in the Kurunegala district, talipot was used as the main crafting material. From the late 1981 to 2010, a high end tea exporting company has performed as a buyer for Tea packaging and around 30,000 packages were ordered monthly.

Today over 2000 families are supported by the DEPV. It also helps the minor income families in numerous ways by providing Electricity, Water, Housing loans, transportation and communication facilities.

Many awards have been received b he DEPV among which is President Export award, National awards for Excellence.

Even though today downfall in the Talipot industry can be seen, DEPV has managed to remain strong and solid.



**DEPV** 



# PACKAGING COLLECTION

Photo Credits
Prabhath Jayarathna | Sithumini Rathnamalala

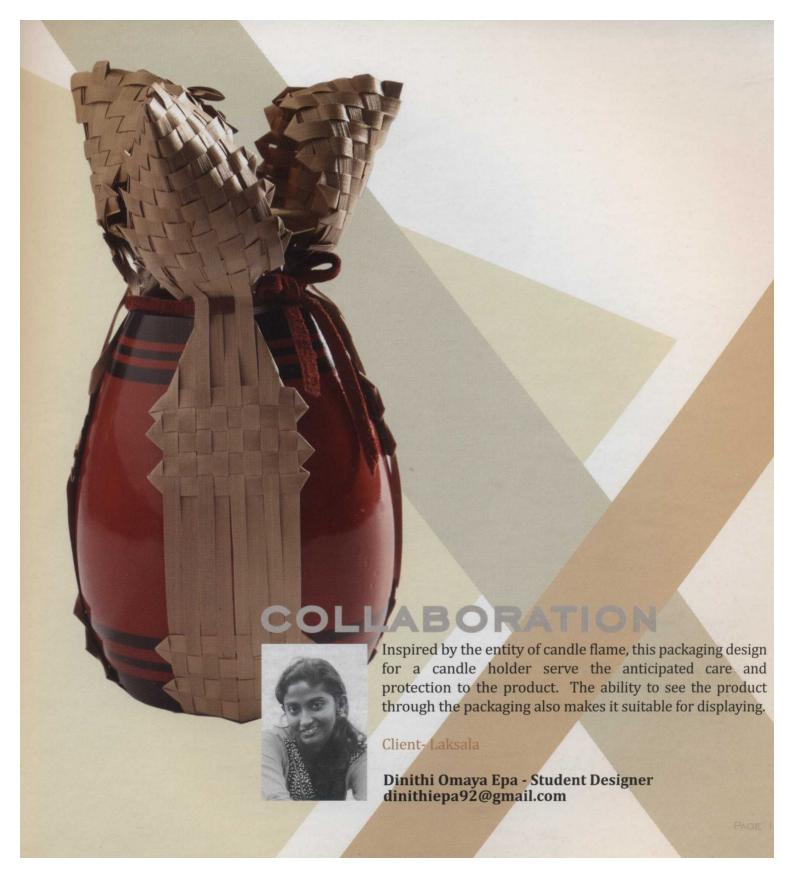




A designer packaging for assortment of sweet meats, inspired from the traditional "Kewili pettiya" to re-introduce the practice of presenting traditional sweet meat. This packaging is ideal for a gift.

Client – Hela Bojun

A.K. Geethika Fernando - Student Designer kaushalyageethikafernando@gmail.com





#### ZENITH WITH TRADITION



Enhancing the potentials in ayurvedic herbal cosmetics, the subtly woven packaging stacks Body pack, Body wash, Body lotion, Body scrub and Lotion for sunburn in a collection. The five-in- one packaging is convenient for the user and also promote the cosmetic product range.

Client- Link Natural Products

E.A.D. Dananjani Lakmali - Student Designer eaddl19901004@gmail.com



### THE KEEPSAKE



The Keepsake, something given to be kept, as a token of friendship or affection; remembrance with warmth and love; is a secondary packaging, designed for the bathroom amenity kit, given to the guest as a souvenir to remember the stay.

The design has used the flexible folding ability of Talipot leaf which is a very significant property of the material, following ergonomics and Keepsake -fulfilling client needs in a creative way. Client – Haridra Resort and Spa, Wadduwa

G.H Vathsala - Student Designer vathgunasekara@gmail.com



#### STEAD F

A jewellery packaging for fast moving items that entices the demands in a lustrous ambiance with safety and security. In its unique shape, the packaging provides an ideal niche for branding to earn customer loyalty.

Client - Raja jewelers

K.G Hasara Gamage- Student Designer hasara.gamage@yahoo.com



### STABILITY

Concept being "stability", the secondary packaging design for the inherent essence of indigenous 'herbal wine' brings out the stability strength, weight bearing, simplicity and aesthetics. The lusty base of the packaging is inspired by the ancient paddy measuring basket "Laha", characterizing the traditional inheritance.

Client - Laksala



P.H.U Karunasekara - Student Designer pgehkarunasekara@gmail.com





#### BACK TO BY GONE

The concept being Back to by- Gone; the design is inspired by the form of traditional "Wattiya"/"Wahunpatha". Traditional yet simple weaving patterns have been used in designing this product. The unique opening system presents eco feeling to the user.

Client-Tea tang (pvt) ltd

J.A.H. Shashieka- Student Designer hasinishashieka@gmail.com





#### OUT OF THE BOX



Breaking through the typical concept of tea box; the packaging design follows the natural material forms, inspired from the spreading and folding ability of Talipot leaf. Design holds tea bags and targets the export market as gift tea packaging.

Client - Ranfer teas (pvt) ltd

K.M.C.M Karunarathne - Student Designer postchirantha@gmail.com



#### SUBTLE ELEGANCE



The jewelry box is designed especially for gold wedding ring collection adorned with subtle details and designs. The packaging supports in enhancing the lustrous effect of the jewelry with the qualities of fibers.

Client-Swarna Mahal Jewellers (pvt) ltd

T.A.G.S. Thambugala- Student Designer sandaruwanithambugala@gmail.com



### THE RING OF ELEGANCE



A never ending ring that encompasses the elegance of a man's identity is presented through the product and material.

While enhancing the simplicity of the brand and fabric, it also shows the smooth quality of the Talipot material.

Client-Envoy Brand of Hameedia

M.K.P.J Anushika Perera - Student Designer anushi55@yahoo.com





#### REINCARNAT



Concept being reincarnation, the packaging is designed beyond the primary usage, to be used again. Packaging holds a spa kit as a gift pack, thus soft talipot fabric loomed with talipot leaf strips and threads have been used in the design.

Client - Spa Ceylon

A.M Samarasinghe - Student Designer ajanisamarasinghe@gmail.com@gmail.com



### ENFOLDING THE ESSENCE

Packaging has been designed with a simple folding technique to hold enveloped tea bags with the concept "Enfolding the Essence". Setting apart from the typical box shaped tea packaging, it has separate compartments to hold each tea bag and suitable as a gift tea packaging.

Client-Ranfer Teas(pvt) Ltd

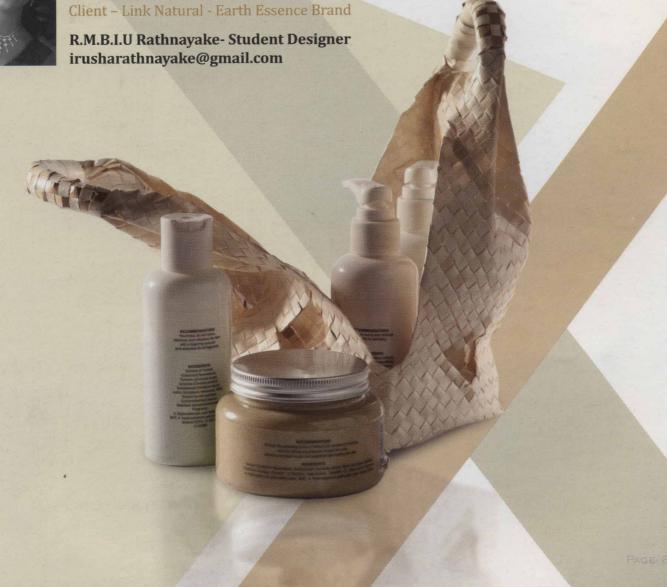
G.Y.A.S.I. Perera - Student Designer shanya.gya@gmail.com



#### NATURE'S GIFT OF SOFT AND SMOOTH



Concept being Nature's gift of soft and smooth, the secondary packaging for body care herbal cosmetic collection reflect natural the pureness and smoothness of the product. Packaging is designed as an easy-to-carry collection of body wash, scrub and lotions which would also give it a secondary usage.





Designed to pack an ornamental 'Kaluwara' wooden elephant, this design is inspired by the elephant's pageant dress. Concept of the design is to add more value to the product through the packaging design just as a dressed elephant being prominent in a perahera.

Client-Laksala

R.W.K Rajapaksha - Student Designer kumudunu.rajapaksha9@gmail.com



#### BRACING BONDS



The concept "Bracing the Bonds" shows how henna keeps the strong bonds by building up the personalities. Designed for the Japanese export market, the packaging utilizes minimum space and provide necessary protection to the product from light and moisture.

Client - Dreamron, Kindaikangakulanka

S.S. Peduruhewa- Student Designer shyam.san1990@gmail.com





#### ELEGANCE OF WEAVING

Designed with the concept of "Elegance of weaving", this packaging holds a colorful handloom saree. Inspired by the traditional "Paduru-Aana", the design adds an extra value to the product.

Client - Laksala

U.N.A Rajapaksha - Student Designer nipuniamalika@gmail.com



#### FRUGAL

Packaging design with a simple weaving patterns and techniques with the concept "frugal", which uses minimum amount of material. Targeted for the export market of japan, the packaging emphasizes and builds up a relationships between the strength and simplicity of the rural village life.

Client - Dreamron



D.Y.J.D.Z Abeysiriwardana- Student Designer vasodajayani@gmail.com

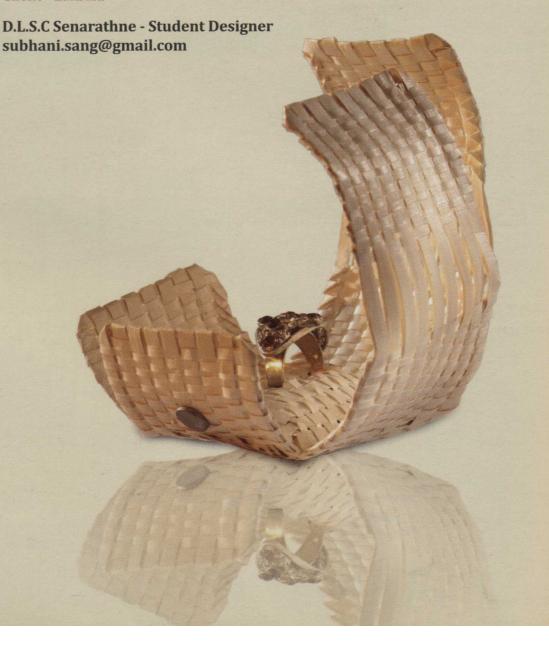


#### HUGGING PRECIOUS



A jewellery packaging design for gem studded rings, with the concept "Hugging Precious", targets the foreign tourists. Inspired by the function and the form of the lotus flower, packaging is designed to hug the product inside with love and care.

Client - Laksala





Packaging designed for tea flavored with flower petals like chamomile, safflower, marigold and cornflower, targeting the export market. Design is inspired by the blooming of flower, presenting the product and the packaging as a whole with the concept "look and feel".

Client - George steurt tea exports

U.G.S. Thathsarani - Student Designer sasinda200@gmail.com



NATURAL ESSENCE FOR EARTH ESSEN

This packaging is designed to hold herbal body care kit consist of body wash, scrub, and two lotions. These four products are arranged according to the volume in the packaging to reduce space wastage. Concept "natural essence for earth essence" reflect the use of natural material in both product and packaging.

Client - Link Natural PVT LTD - Earth Essence



U.A.S.Denuwan Udahawatte - Student Designer denuwan.udahawatte2@gmail.com





## NOT TO NOTICE, BUT TO REMEMBER



The packaging inspired from the shape and the endless quality of the silkworm cocoon, under the concept "Its' not being noticed, it's about being remembered", for handloom sarees carry the feeling of hand crafted and human involvement throughout the process from finding raw materials to selling the finished product to the end consumer.

Client - Laksala

K.G.N Taniya - Student Designer nipuni\_taniya@gmail.com



### INSPIRIT OF BL



The concept of the packaging is "inspirit of black" which depicts inspirit of the black tea.

Client - Imperial tea/ Paradise island holiday resort in Maldives

K.M.T.N Dassanayake - Student Designer mahaoya.tharinda@gmail.com

### MERGING THE TRADITIONS



A tea packaging design, bridging two cultures including the form of Chinese fan and Sri Lankan wataapatha as a gift pack with six tea categories.

Client - Ranfer Tea (pvt) ltd

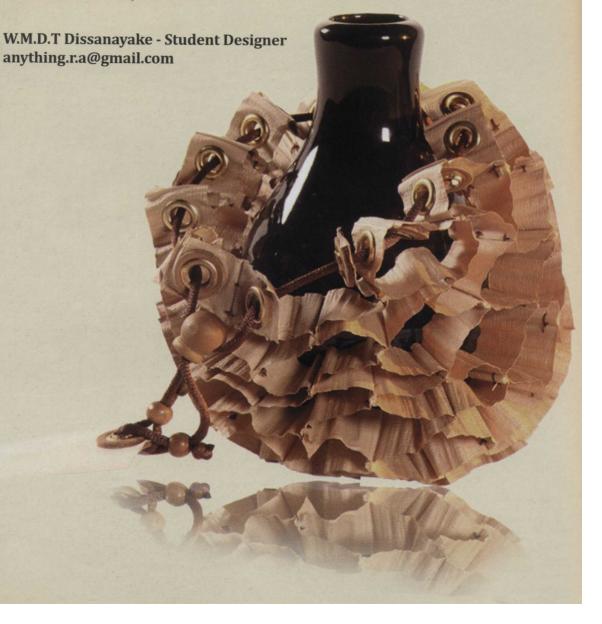


### EMBRACE OF FORTIFICATION



Packaging the uniqueness of the porcelain product with the rhythm of nature by creatively capturing the natural trait of talipot leaves to manipulate the surrounding space. Introducing "RAKHO" – pack with best protection.

Client - Dankoutwa porcelain





Enveloped tea bag container with 3 flavours of tea bags inside for high end tea lovers in European countries inspired from 'Daranuwa' used in traditional Sri Lankan kitchen.

Client -Anverally & Sons (PVT) LTD

H.L.A.K.P. Seneviratne - Student Designer hlakpunsara@gmail.com







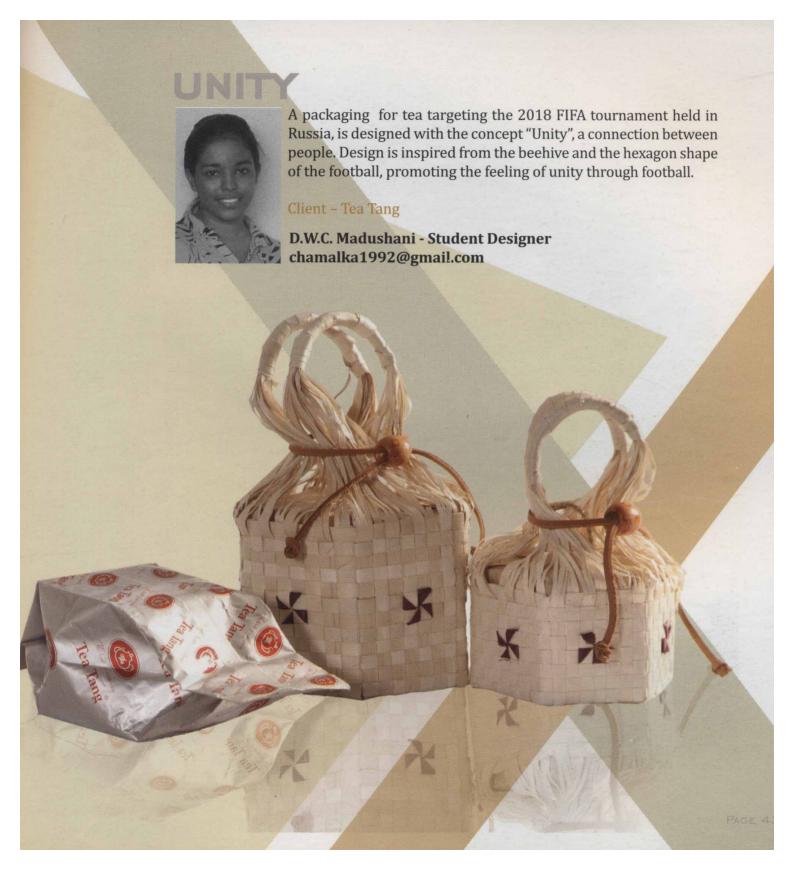
## BEYOND THE TRADITION

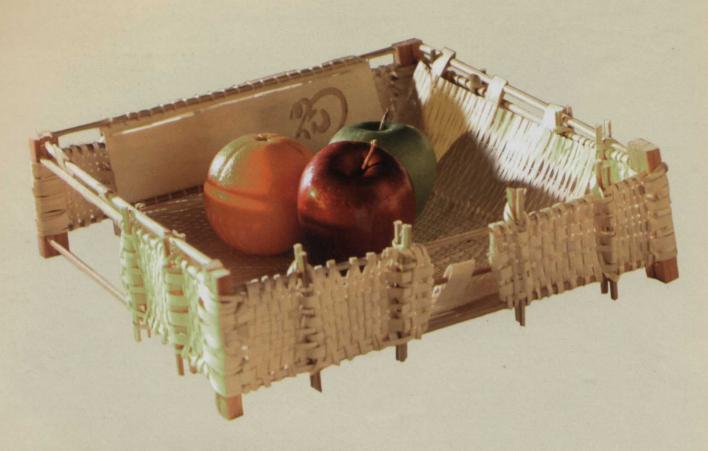


An ecofriendly packaging solution for a spa kit to accommodate the spa routine and promote the brand. Design is inspired from the traditional "kiri hatti mula".

Client - Dreamron

S.C Hewagama - Student Designer schdesigns.tm@gmail.com





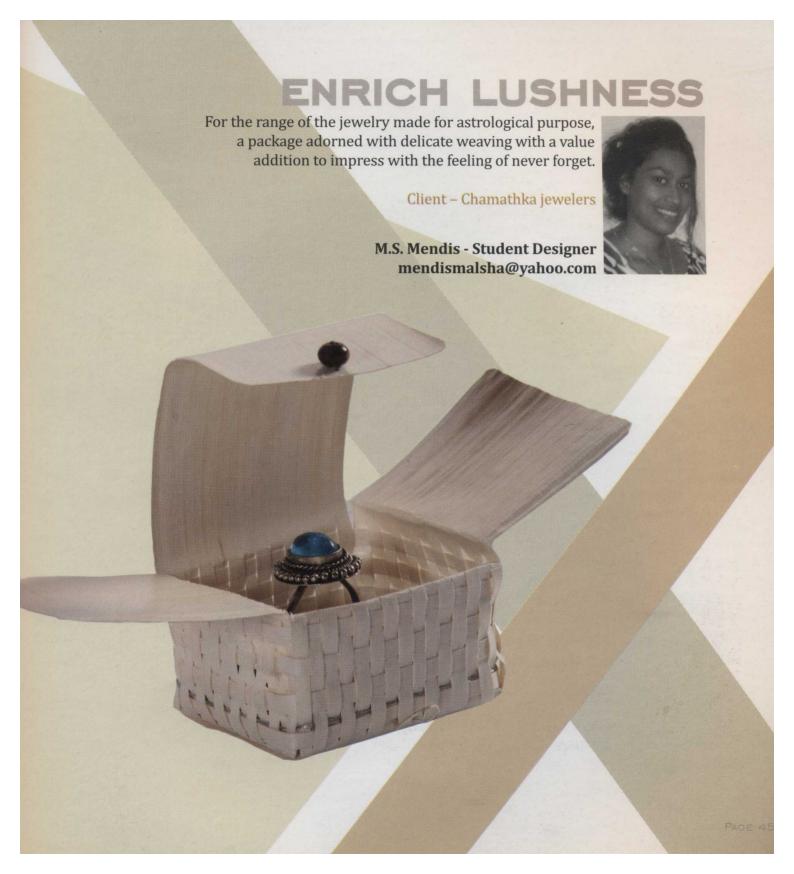
## OUT CROP FOR MEMENTO



Packaging for 3 units of hotel room kit, fruit basket as welcome pack, 4 table mats for the Heritance Kandalama is designed with the concept," Out Crop for Memento". Inspired by the architecture of the hotel, concept bring out the memories of building out crop as well as the feeling of getting there with a tangible souvenir.

Client - Archt.ChannaDasswatte/Heritance Kandalama

P.D Wijesinghe - Student Designer wijesinghepoorni1992@gmail.com





### SHARE AND CONNECT



Experience the taste of sharing. A tea bag packaging design, simple yet functional in the purpose of tea bag holding for high end tea lovers in the European palate.

Client - Anverally & Sons (pvt) Ltd

G.P.M Pallegama- Student Designer pabasaramadurangi@gmail.com

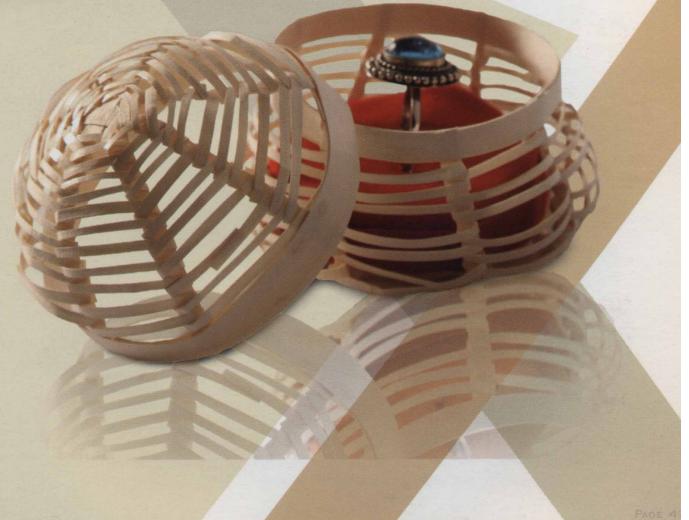
### LINKAGE LIFE IN GREEN



A packaging for the wedding jewellery collection, memorizing the essence of sublime love and passion.

Client -Raja Jewellers

A.I Ariyarathne - Student Designer aiariyarathne@gmail.com



### **FASCINATION**



At a glance to elaborate with fascination, a jewellery packaging in a tempting look inspired by the traditional wallet, "Hambiliya"

Client - Premadasa Gems and Jewellery (pvt) ltd.



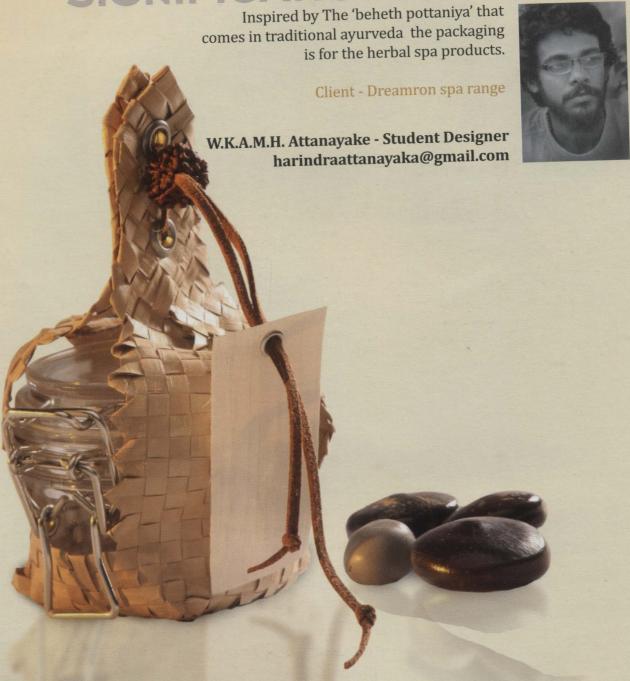


Client - Hameedia Le Bond Brand

P.H Liyanage - Student Designer piyumiliyanage93@gmail.com

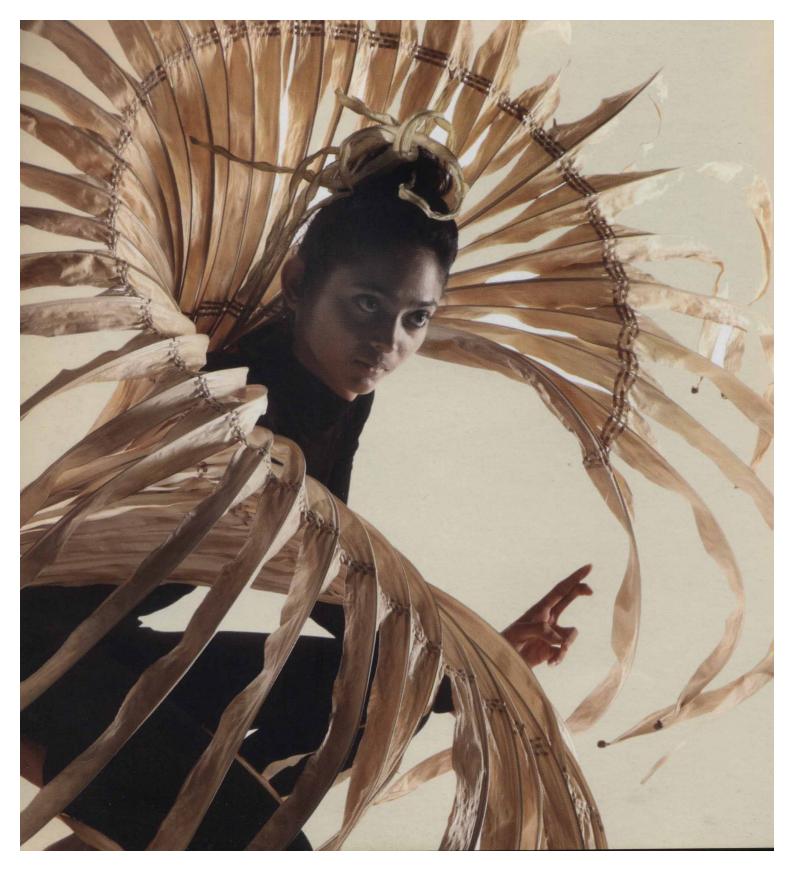


# SIGNIFICATION OF TASTE



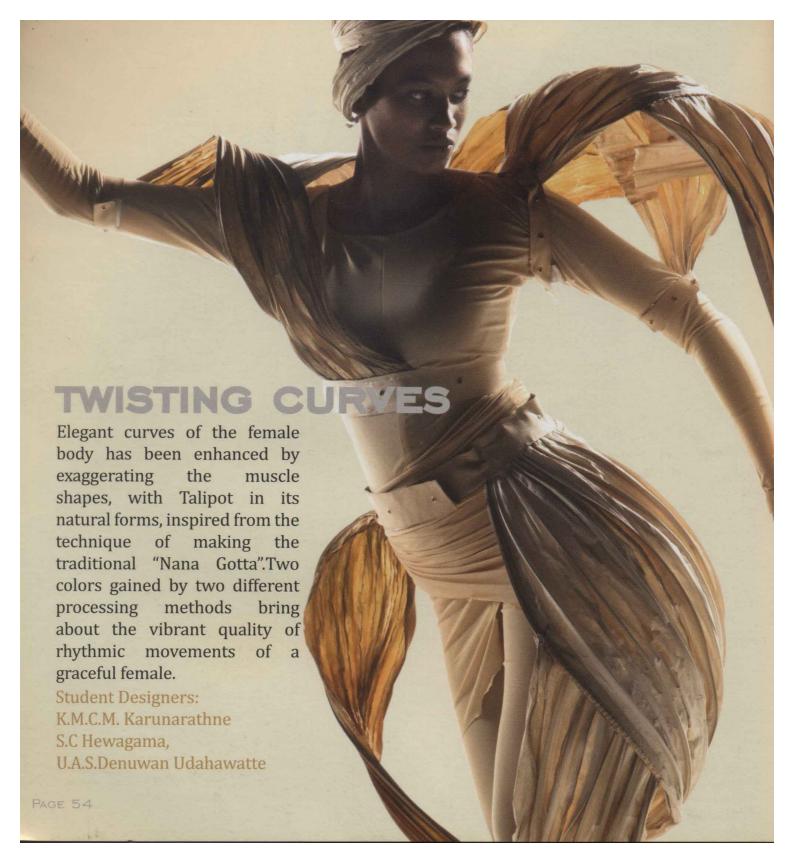


R.A.H Ishara - Student Designer rahasiniishara@gmail.com



# AVANT-GARDE FASHION COLLECTION

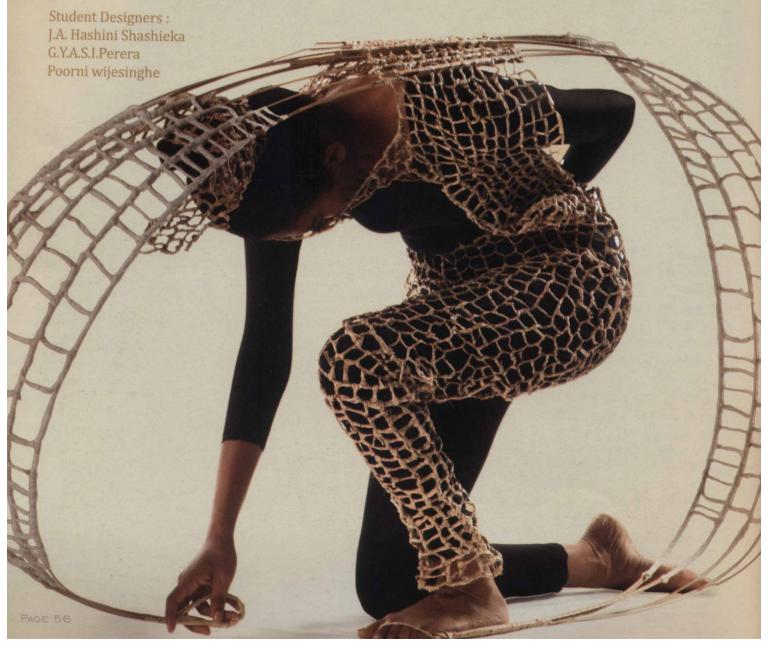
Photo Credits Prabhath Jayarathna | Sithumini Rathnamalala

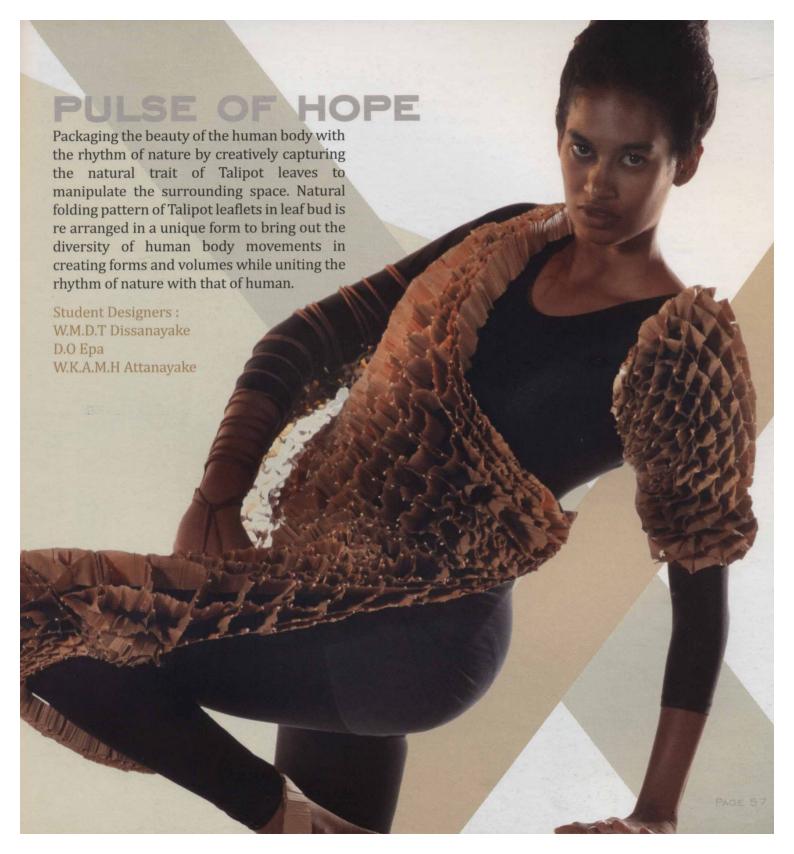


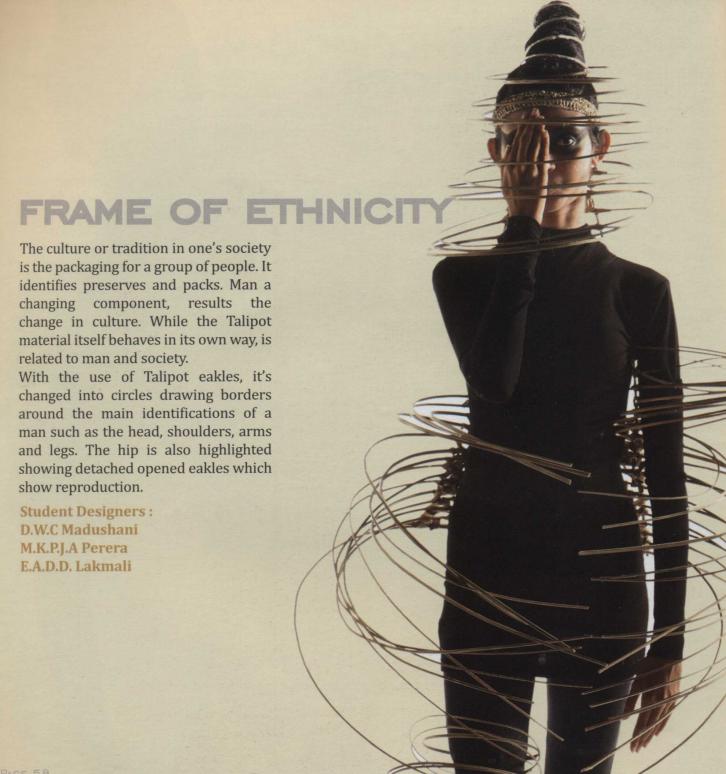


# REFUGE IN CONFORMED LAYERS

Human body, packaged with layers, is a live and movable product in which the flexible adjustments of them ensures the natural motions. Layers provide refuge to the body in different situations and motions accordingly. The design has been built up basically using the traditional weaving technique "Geta wiyamana" where the strength is ensured while providing flexibility.













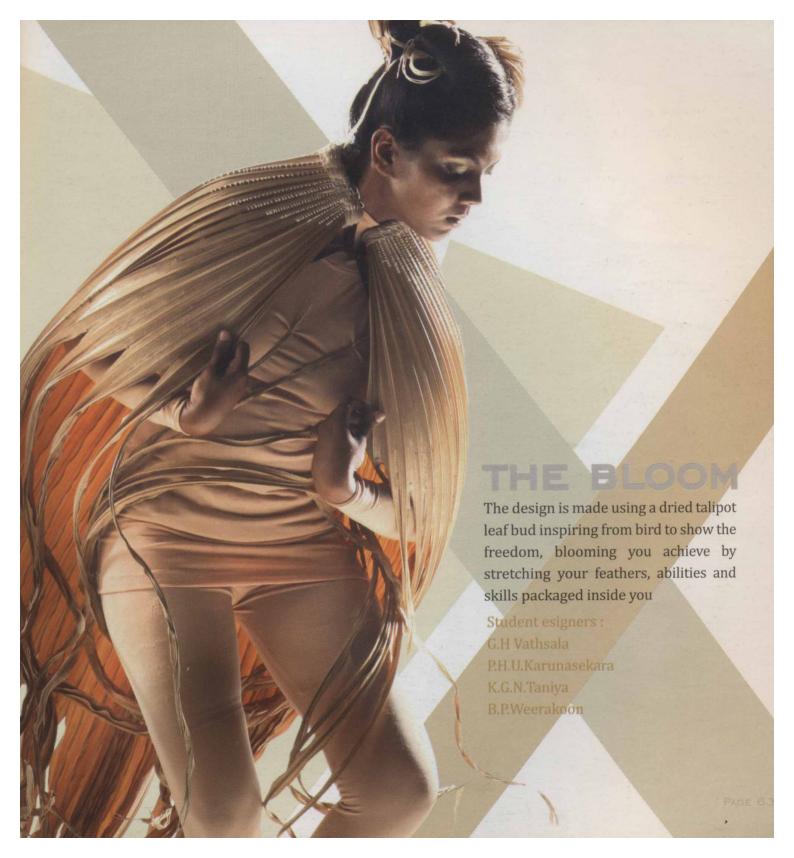
It contains us. It protects us, we protect it back. It describe us and we describe it. It limits us and make us free. The society is a package and is planted over our body and souls. The design has used the traditional 'Gata wiyamana' technique and the flexibility of talipot eakles to bring out the dynamic features of society.

Student Designers: R.W.K Rajapaksha S.S.D.S Jayasingha Yasoruwan Gunathilaka

### THE BLOOM

Human, the fascinating creation of the nature always add various skills, feelings, attitudes abilities throughout their lives. Blooming will be once, twice, or hundred times within one's life. No matter the season of blooming is faraway, as long as you bloom.

the unfolding process of the talipot leaf bud and has used graceful detailing using a simple weaving technique. Student esigners: G.H Vathsala P.H.U.Karunasekara K.G.N.Taniya B.P.Weerakoon



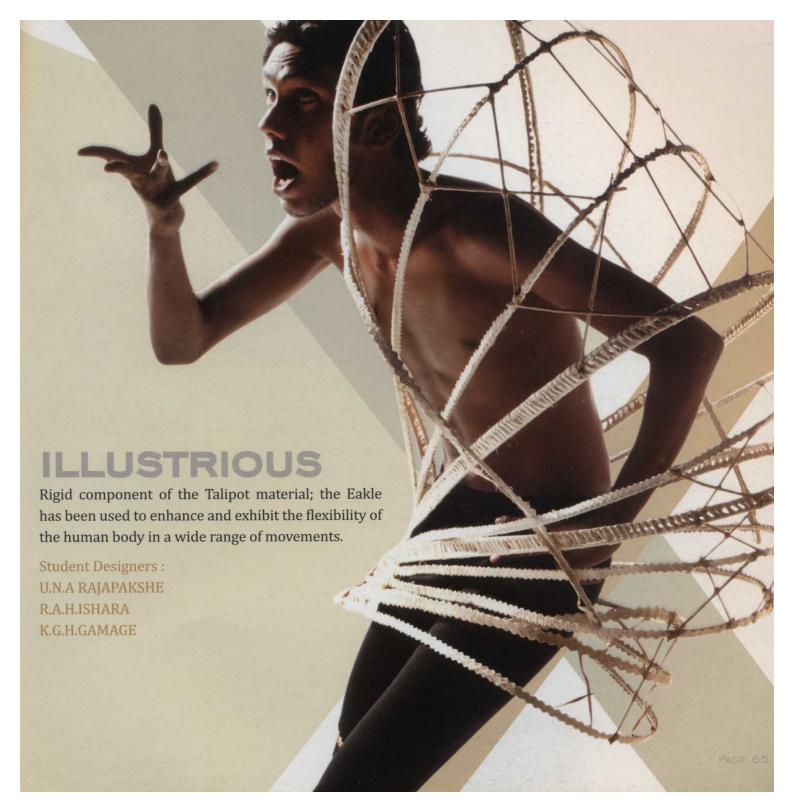


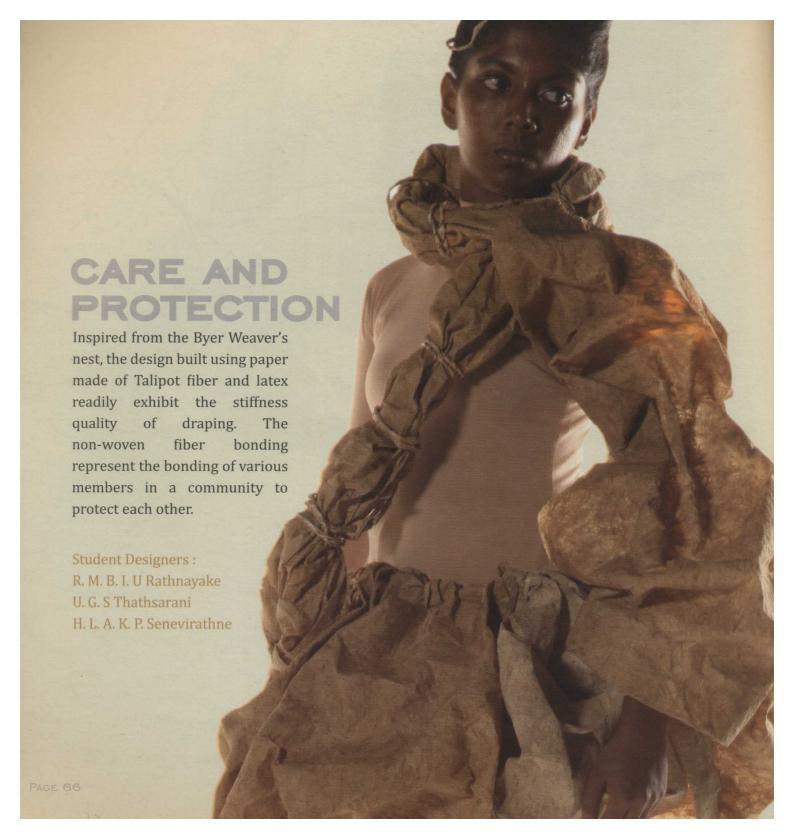
### ILLUSTRIOUS

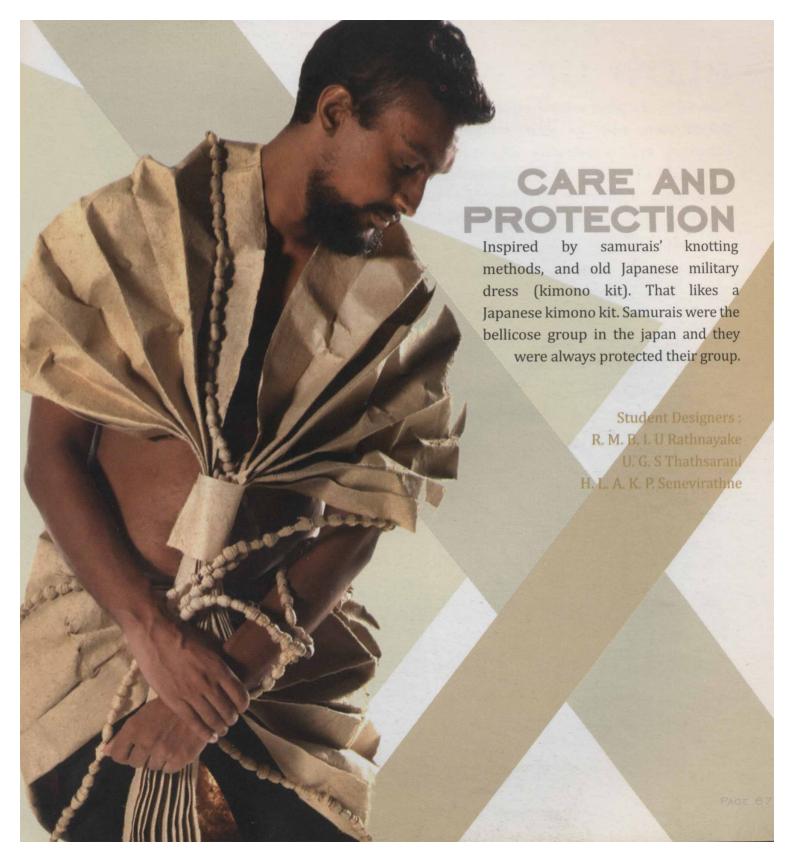
All achievements that are admirable;" illustrious" simply identifies that Talipot bud is the most valuable part of the Talipot tree. Value addition to the Talipot material via maneuvering into various crafts uplift the living standards of skilled craftsmen. Hence the Talipot leaf bud performs great achievements not only in its own life by growing into largest of the palm leaves but also in lives of craftsmen.

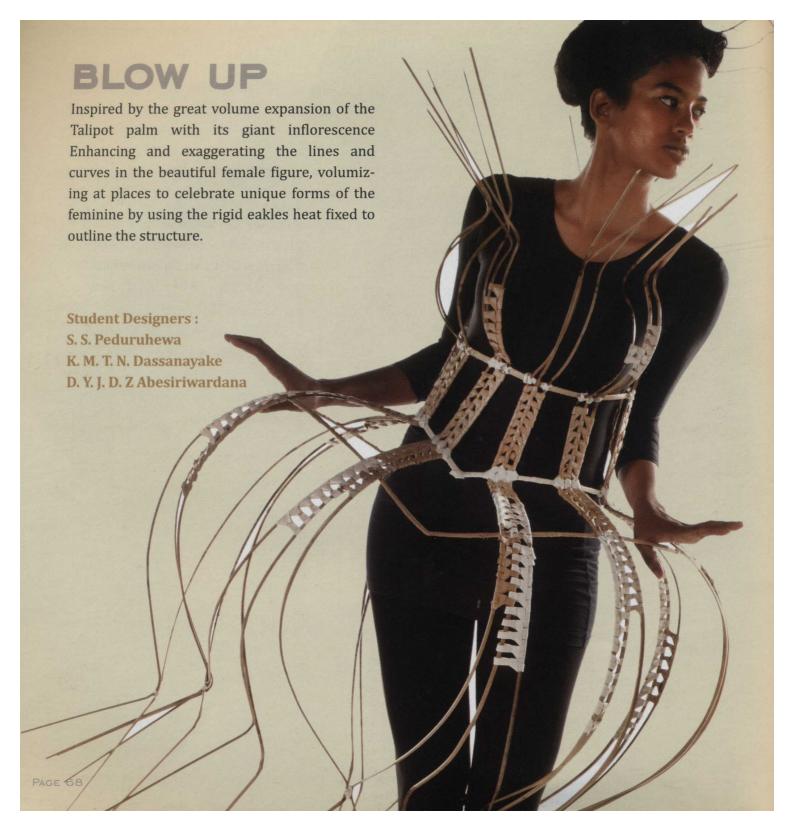
A recreation of traditional "Maagala" with various traditional and contemporary weaving patterns and knots to express the vivid forms of the human body.

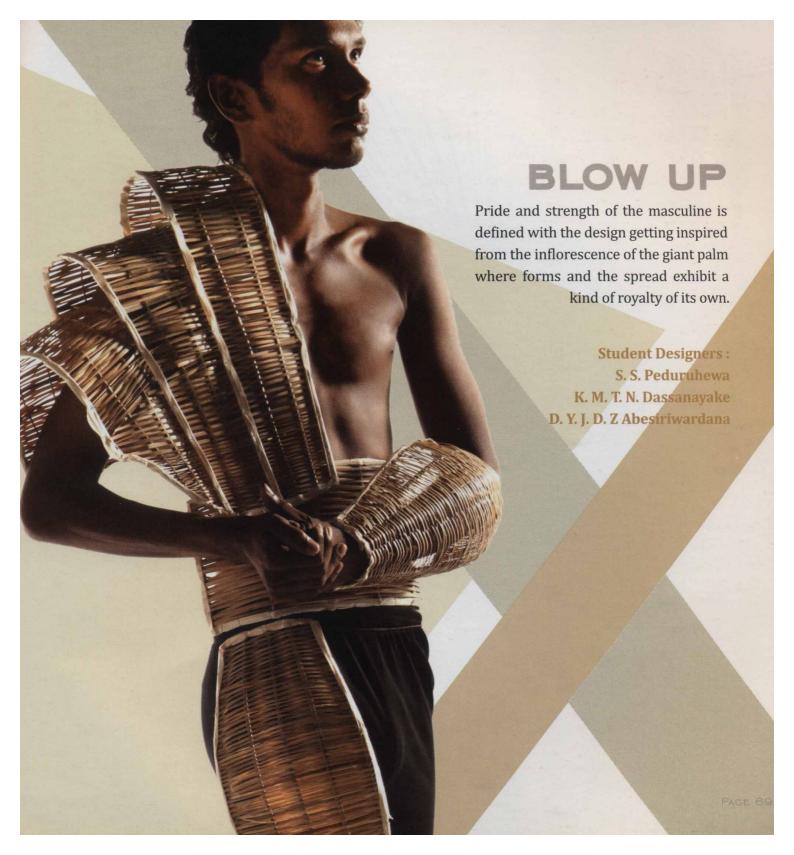
Student Designers: U.N.A RAJAPAKSHE R.A.H.ISHARA K.G.H.GAMAGE



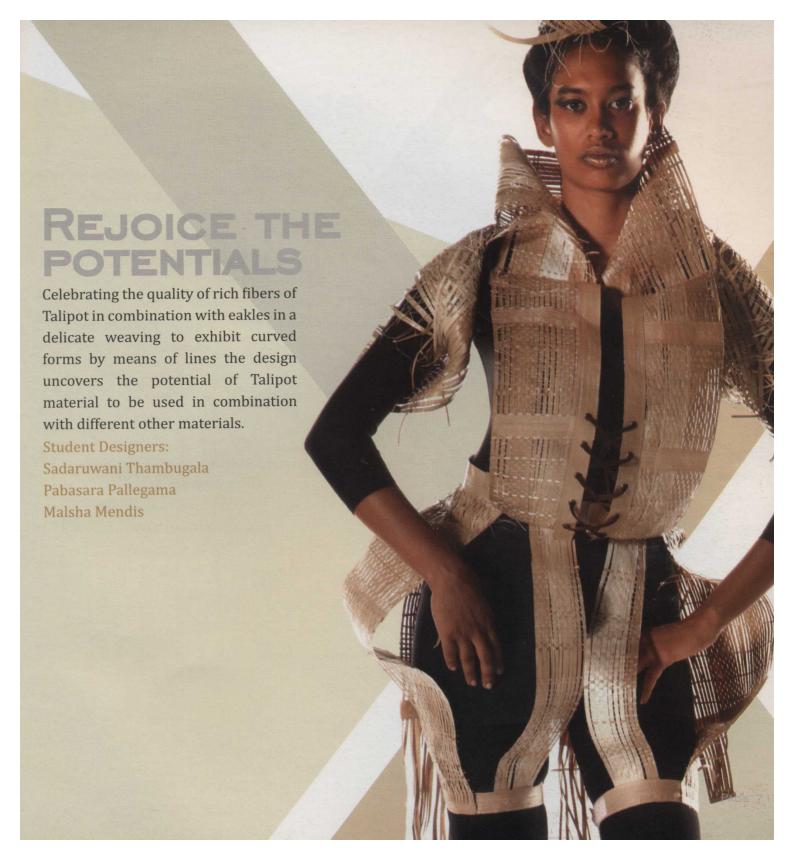




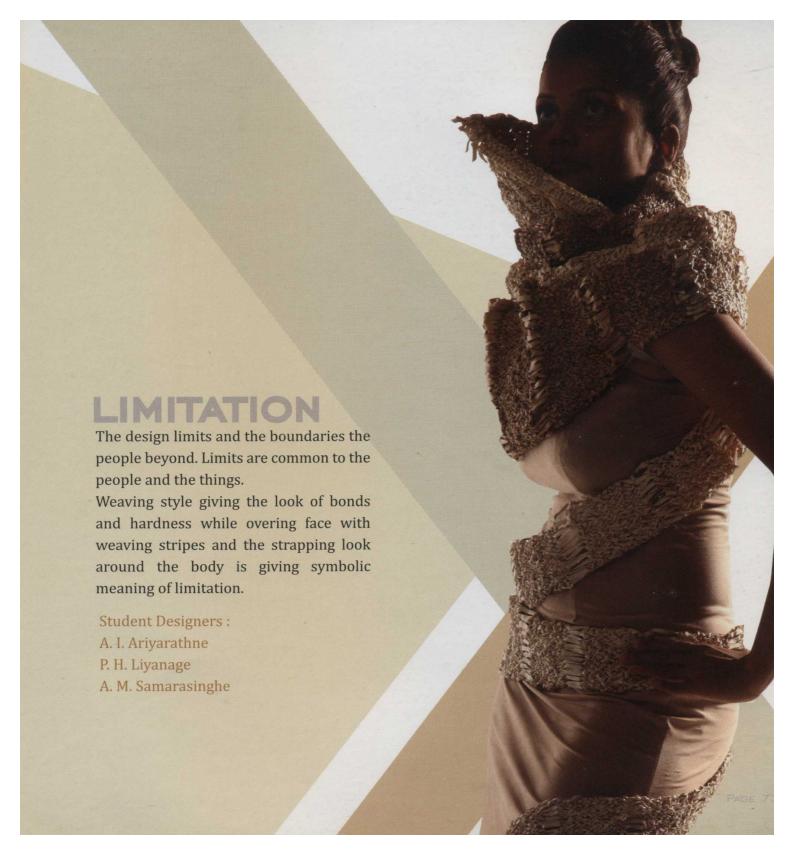














### PROJECT ADVISORS

DEPARTMENT OF INTEGRATED DESIGN



Archt. Sithumini Rathnamalala Senior Lecturer



Ms. Eranga Bandaranayake Lecturer



Mr. Kamal D. Wasala Lecturer



Ms. Modana Abeysinghe Instructor

### STUDENT DESIGNERS



U.A.S.D. Udahawatta denuwan.udahawatte2@gmail.com



U.N.A. Rajapaksha nipuniamalika@gmail.com



K.M.C.M.Karunarathne postchirantha@gmail.com



P.D. Wijesinghe wijesinghepoorni1992@gmail.com



G.H. Vathsala vathgunasekara@gmail.com



K.M.T.N. Dassanayake mahaoya.tharinda@gmail.com



U.G.S. Thathsarani sasinda200@gmail.com

PAGE 75



D.Y.J.D.Z. Abeysiriwardana yasodanjayani@gmail.com



A.I.Ariyaratne aiariyarathne@gmail.com



W.K.A.M.H. Attanayaka harindraattanayaka@gmail.com



S.S.D.S. Jayasingha samindra.shashini@gmail.com



W.M.D.T. Dissanayake anything.r.a@gmail.com



D. Omaya Epa dinithiepa92@gmail.com



A.K.G. Fernando kaushalyageethikafernanda@gmail.com



K.G.H. Gamage hasara.gamage@gmail.com



M.D.Y. Gunathilaka. yasoruwan@gmail.com



Hewagama S.C schdesigns.tm@gmail.com



Ishara R.A.H. rahasinilshara@gmail.com



Karunasekara P.H.U. pgehkarunasekara@gmail.com



Lakmali E.A.D.D eaddl19901004@gmail.com



Liyanage P.H. piyumiliyanage93@gmail.com



Madhushani D.W.C. chamalka1992@gmail.com



G.P.M. Pallegama pabasaramadurangi@gmail.com



R.W.K. Rajapaksha kumuduni.rajapaksha9@gmail.com



J.A.H. Shashieka hashinishashieka@gmail.com



S.S. Peduruhewa shyam.san1990@gmail.com



R.M.B.I.U. Rathnayake irusharathnayake@gmail.com



M.B.N.K.K. Silva nickiesilva21@gmail.com



M.S. Mendis mendismalsha@gmail.com



A.M. Samarasingha ajanisamarasinghe@yahoo.com



K.G.N. Taniya nipuni\_taniya@yahoo.com



G.Y.A.S.I. Perera shanya.gya@gmail.com



D.L.S.C.Senarathna subhani.sang@gmail.com



T.A.G.S.Thambugala sadaruwanithambugala@gmail.com



M.K.P.J.A. Perera anushi55@yahoo.com



H.L.A.K.P. Seneviratne hlakpunsara@gmail.com



B.P. Weerakoon buddhikaprabodani@gmail.com



Cra

cra

To

Da

To

To

To

ba

# ACKNOWLEDGEMENTS

'Tala 2014 an eco-friendly designer packaging collection" is an outcome of months of hard work. Firstly, our gratitude goes to prof. Ananda Jayawardene, vice chancellor, University of Moratuwa, and Prof P.K.S Mahanama, Dean, Faculty of Architecture, University of Moratuwa for all guidance and support given throughout the project.

Archt. Prasanna Lianage, head, Department of Integrated Design, University of Moratuwa, and Archt. Sithumini Rathnamalala, Mr. Kamala Wasala, Ms. Modana Abeysinghe our year coordinators helping us making this project a reality.

We also thank Archt. Sagara Jayasinghe, Dr. Hiranhi Pahirana, Mr. Gnaraharsha Beligaamulla, Ms. Sandamali Maddumabandara, Ms Ruwini, and the rest of the academic staff who were there to help on a words count.

To Mr. Prabhath Jayarathne who gave us continuous support and advice whenever we needed it, and to all the external and internal tutors and lecturers who helped in numerous ways.

Lsp Arct Eng. Susira Udalamatta

A big thank you to all the companies that let us work with them and present our designs and inventions.



To all the Institutes that helped, specially, National Design Center, National Craft Council, Craftsmen a Kurnegala dambadenia area and the Dambadeniya Export Product Village who helped with craftsmenship.

To all our sponsors, specially Sri Lanka Export Development Board, Sri Lanka Institute of Marketing, Dambadeniya Export Product Development Co Plc, Janashakthi Insurance, National Savings Bank.

To park street mews for the premises

To the Music and Dance specialist Mr. Ravibandu Vidapathi for all his support and dancers to make the event come alive.

To the Level 3 students of Media and Communication for their amazing documentary and all the other batches for their continuous help and advice

Mr. Lakmal Samarawickrama, Mr. Ranga Zoysa and all at our non-academics at the department.

And specially to our Parents, Friends and loved ones for their understanding and help to make this project a success.

Also a thank you goes out of all those whose names couldn't be mentioned but helped in numerous ways.

ADJOINING TRADITIONAL CRAFTING 2014



