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**Special Thanks**

Users of India

# USED in INDIA

Media Practices from the 20<sup>th</sup> Century



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icons

animation

still media

still life

user

mobile device

chalachitra

self

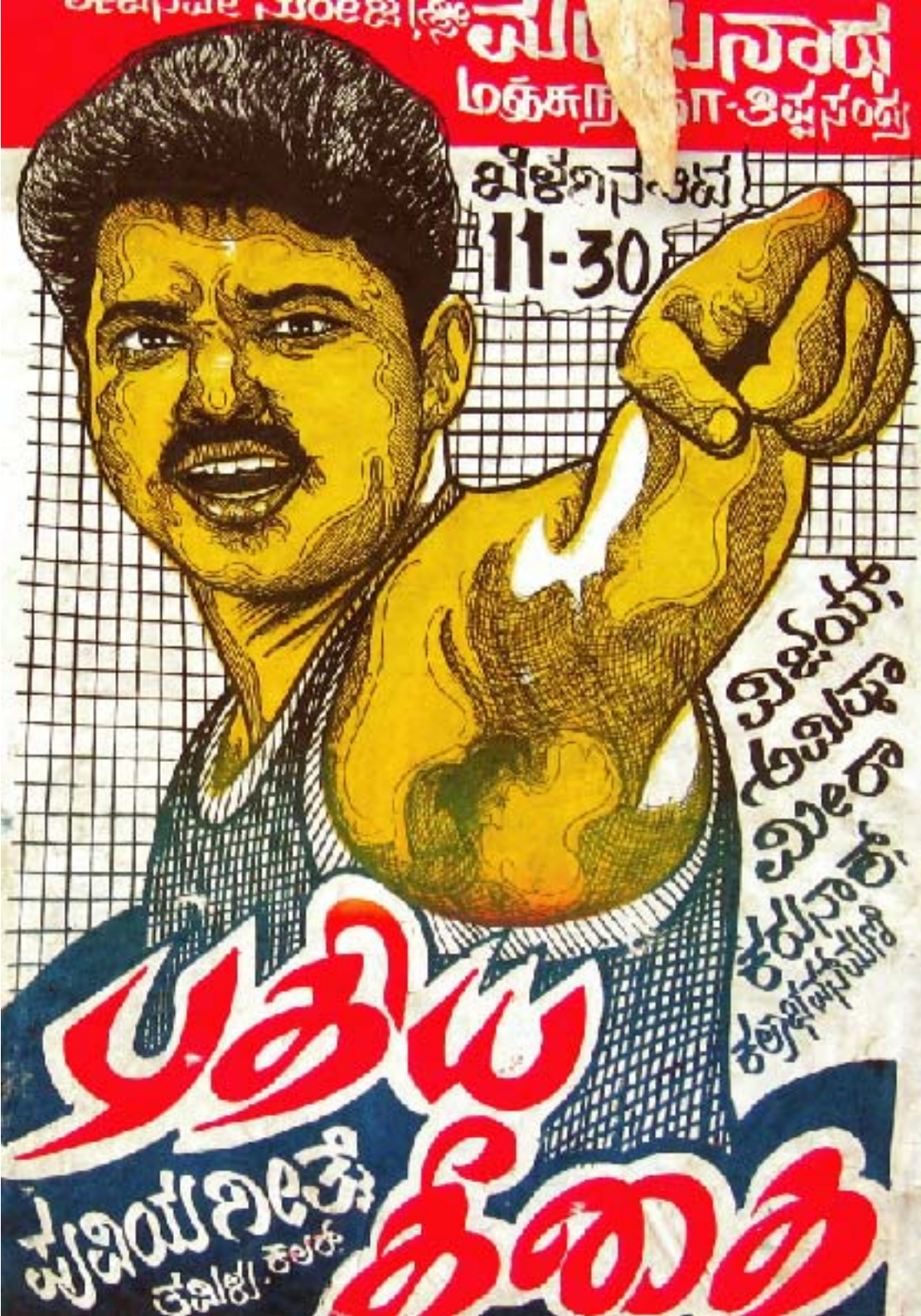
media mixer-copier

collective fantasies

family memories

## What is Used in India?

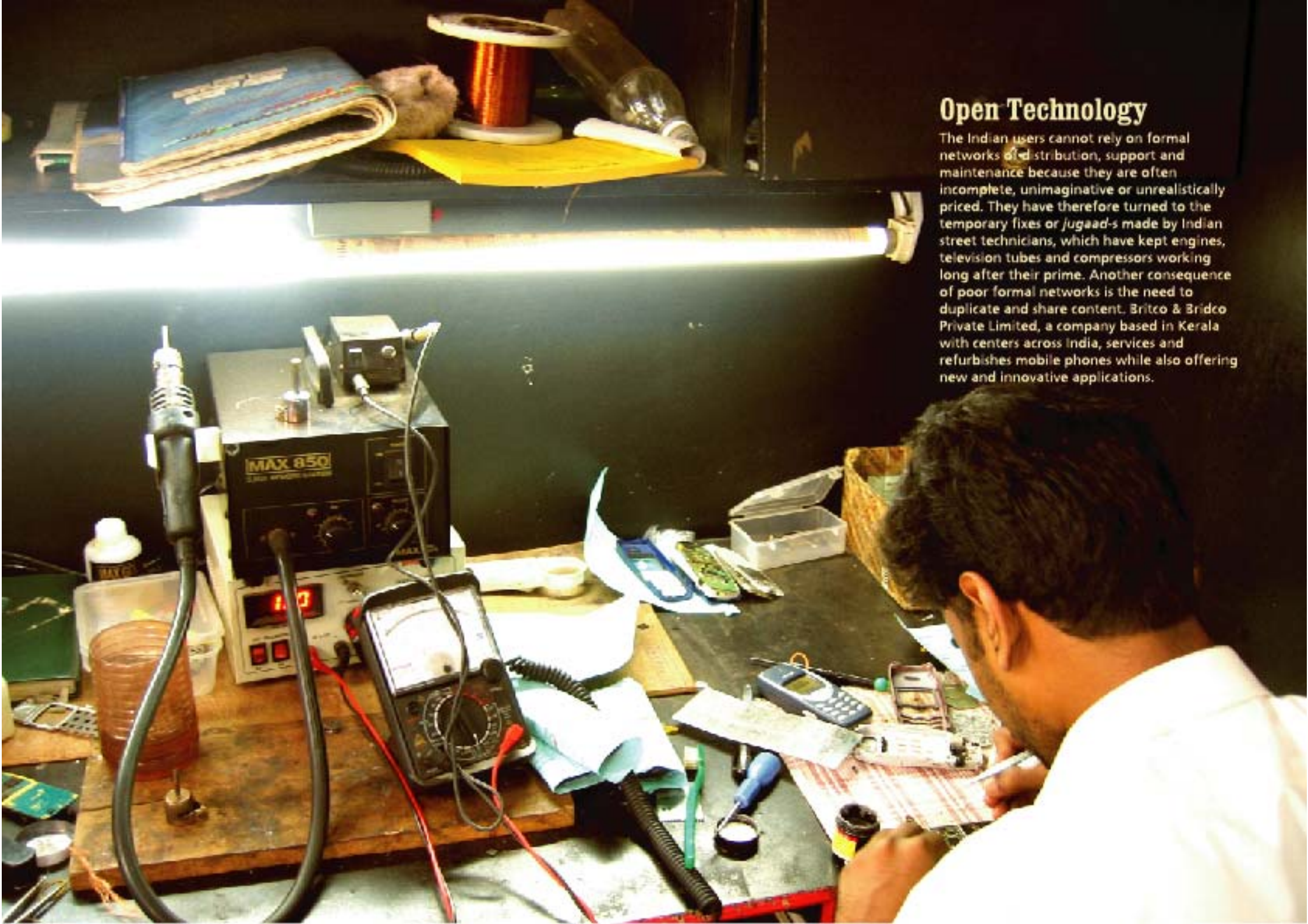
Used in India is an ongoing exploration into the innovative use, reuse, recycling, repairing and repurposing of media and technology products. We seek to document innovative practices in workshops, in marketplaces and in peoples' homes, in order to discover underlying principles of social interaction, service delivery and multimedia aesthetics that might inform and inspire emerging practices of Indian media and technology design.



## One Rupee Printing

Lithographic print shops in downtown Bangalore create large-format film posters with limited color more cheaply than any electronic or digital process. In order to do so, however, they usually trace over an offset original by hand. Each sheet will run through the litho press only thrice, so the original color palate must also be simplified. Fine line work lends depth and shade to otherwise flat tones. The modern litho print film poster thus emerges as a distinct genre whose aesthetic formal characteristics are a creative response to economic constraints.





## Open Technology

The Indian users cannot rely on formal networks of distribution, support and maintenance because they are often incomplete, unimaginative or unrealistically priced. They have therefore turned to the temporary fixes or *jugaad*-s made by Indian street technicians, which have kept engines, television tubes and compressors working long after their prime. Another consequence of poor formal networks is the need to duplicate and share content. Britco & Bridco Private Limited, a company based in Kerala with centers across India, services and refurbishes mobile phones while also offering new and innovative applications.



## Media as Shrine

At the heart of all temple experiences is the exchange of vision with a deity that may be adorned and illuminated in special ways. Today LED lights take the place of gemstones, jewelry, lamps and flowers. Some specially crafted shrines also have a small speaker that chants out a mantra associated with the deity depicted in the image.



dazzle

light

motion

sound

future

time

mass

self

## Mass Media

Public weighing machines await you at every major railway station or bus terminal in India. You stand on the scale and stare at a hypnotizing whorl of flashing lights and sounding bells. You drop the rupee coin into the slot. Two digits are stamped out on a piece of cardboard that is spit out into a receiver. You read your fortune while Madhuri Dixit smiles back at you. Amidst the uncertainty, chaos and anonymity of the big city, you have now been reminded of your own substantiality and have been assured that you will have a future here.