

Glass Panels

July
2023

Volume 1, Issue 2



In this issue:

Folded in the Blind

Welcome to the Reading Room

The Soda Snatcher

Amusing Museum Musings

KNOCKS TO KNOCKOUTS

KAViN WiLL NEVER CAVE-iN!

TEAM HERITAGE CENTRE

Advisory Committee

Prof. Ajit Kumar Kolar
Prof. M. S. Ananth
Prof. Koshy Varghese
Mr. Krishnan Narayanan
Mr. Kumaran Sathasivam
Prof. Mahesh Panchagnula
Prof. R. Nagarajan
Prof. Roland Wittje
Prof. S. Santhakumar
Mr. S. Srinivasan
Prof. P. Sriram
Prof. C. S. Swamy

Faculty Member in Charge

Prof. R. Nagarajan

Staff

Kumaran Sathasivam
Mamata Dash
Bhuvanesh Santharam
Sushmitha Sathasivam
Ashlin Deena Mathews
Mani Kandan

Interns

Swati Pariath
Sajani Sathasivam

Design and Layout

Ashlin Deena Mathews
Bhuvanesh Santharam
Swati Pariath

The Heritage Centre was formally inaugurated by Dr. Arcot Ramachandran, former Director of IIT Madras, on 3 March 2006. It is a repository of material of heritage value and historical significance to IIT Madras. "Heritage Centre - Reimagined" was inaugurated on 18 December 2022 by Mrs. Nirmala Sitharaman, Honourable Finance Minister of India.

Located centrally on campus, the Heritage Centre has an exhibition space that enjoys an abundance of natural light. The centre also has a small theatre and a particularly pleasant reading area that offers incomparable views of the green campus.

CIRCLE OF CONTENTS

1
EDITORIAL

2
FOLDED IN THE BLIND

4
KNOCKS TO
KNOCKOUTS:
CRICKET AND BOXING AT
IIT MADRAS

8
WELCOME
TO THE
READING
ROOM

10
COVER STORY:
KAVIN WILL NEVER CAVE-
IN!

11
THE SODA
SNATCHER

12
THE HERITAGE
SQUARE
(WITH SOLUTIONS
TO THE PREVIOUS
ISSUE)

13
AMUSING
MUSEUM MUSINGS

14
VISITORS TO THE
CENTRE

15
DISTINGUISHED
VISITORS

17
NEWS BITES

18
IDENTITY DESIGN
AT HC: A LOGO
FOR THE HERITAGE
CENTRE
PART 1

Only at the Heritage Centre

The one, the only, *Campaschimes* is now available at the Heritage Centre! With an iconic cover design and rich content, you can discover the fascinating history of IIT Madras like no other. Make this a part of your coffee table for just ₹1000!



Campaschimes is available at the IITM Gift Shop in the Heritage Centre. See the inside back cover for details.

EDITORIAL

In the previous issue of *Glass Panels*, I referred to the ambience and atmosphere that the Heritage Centre strives to provide. This quest to improve an 'oasis of tranquility' is a chronic affliction. Thanks to this incurable condition, a reading space has been created that has—between you and me—been created to make visitors such as yourself even more relaxed and pleased. It has been specially designed to induce you to pause, to sit down comfortably and to watch outside. To pick up the IIT Madras-related publications amongst which you find yourself ensconced.



At the 'Reading Room' (see also Ashlin Deena Mathews's article in this issue), you will find books authored by alumni and faculty members. You will also find publications brought out by IIT Madras students over the years. Publications such as *Annual Number*, *Spectator* and *Campastimes*.

Speaking of *Campastimes*, it is absolutely singular! The first issue was published in 1962, and *Campastimes* was brought out till some time in the 1990s. For the first decade or so of its existence, the magazine was published in tabloid format. During this period, it had a very distinct identity. It carried regular features such as Caricatures (irreverent but not offensive), 'Personalities', the inimitable Classified Divertisements (you really need to read this section—do come over to the Heritage Centre or visit heritage.iitm.ac.in—no description can do it justice), an editorial titled *Over a Cup of Aye-Aye Tea* and a crossword called *The Square Dance*. Apart from these, *Campastimes* was full of ludicrous cartoons. It all made for what you may call a rollicking read.

As I go through a proof copy of this issue of *Glass Panels*, I am struck by its extraordinary cheerfulness, even if I say so myself. The cartoons, the lively fonts of the titles, the themes of the articles. It all transports me to something familiar. I know what I am reminded of—it is of *Campastimes*, the spirit of IIT Madras! I do believe the IIT Madras environment has a certain effect!

I hope you find it interesting to read about the Heritage Centre. I am keen to know what you think of this newsletter. You will find the contact details at the end.

Kumaran Sathasivam
Operational Head
Heritage Centre



FOLDED IN THE BLIND



The Heritage Centre has glass sides. This makes the Heritage Centre an eminently suitable place to enjoy pleasant views of the IIT Madras campus while seated comfortably. This is something we appreciate greatly. This is one of our significant architectural assets. Thus when we revamped the space recently, we told the architect that the open views should remain. The glass sides were kept the same. And so they were retained.

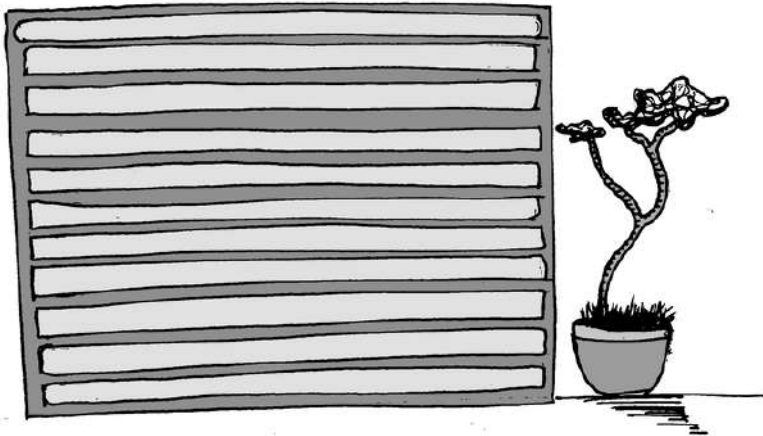
Yet, we chose to install blinds on the glass sides recently. We had two reasons for doing this. The first was related to the lighting inside the Heritage Centre. We wanted to be able to cut out the bright sunlight and the distracting views outside whenever we staged a programme inside. We also felt that our track-mounted spotlights would be used to best advantage in some circumstances if the outside light was blocked. The difference in lighting between the brightly lit spots and the shadows would be accentuated if the ambient light were blocked.

The other important reason was that we wanted to make the Heritage Centre wildlife-friendly. Prof. Susy Varughese pointed out that the glass walls were not readily perceptible as solid barriers, particularly to the wild animals of the campus and particularly at night. Thus there was a risk of animals crashing into the glass. Blinds help alleviate this problem, presenting, I suppose, the appearance of walls. The blinds we had installed are made of black cloth. They do change the experience of being within the Heritage Centre significantly.

We pull the blinds down every evening when we shut down for the day. We feel happy that animals will not accidentally walk or run into the glass.

In the intense heat of summer, we have discovered a third use for blinds. We pull down the blinds during these hot days, even during the daytime. They protect us from the intense sunlight that pours in from all around otherwise. The blinds make a significant difference to our comfort level.

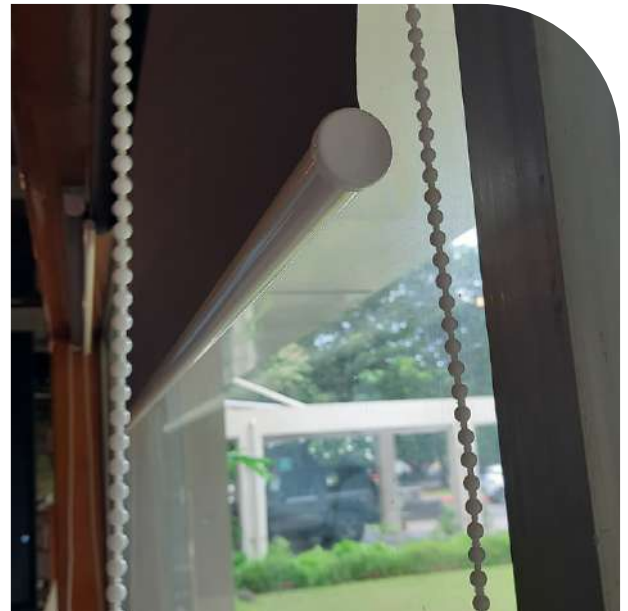
Now, the blinds are of the roller type. To open or close the blinds, one pulls a looped chain. If the blinds are down, pulling the chain on one side sends them up. They get rolled up like a calendar or like a length of cloth in a shop. The action is pleasingly smooth and rapid.



Artwork: Ashlin Deena Mathews

The other day, one of us was drawing up a blind. A lizard was standing on the roller tube. And before you could say, Jack Robinson, it had inadvertently got sandwiched between layers of cloth. It could not wriggle out. You could say that the lizard had been blindfolded.

We pulled down the blind quickly. Happy to say that the little animal seemed none the worse for its little adventure. As it scuttled away, it seemed to me that it was wagging its tail at us. It was telling us something, but I am not sure.



Blinds at the Heritage Centre

Kumaran Sathasivam
Operational Head
Heritage Centre



KNOCKS TO KNOCKOUTS: CRICKET AND BOXING AT IIT MADRAS



One of the most interesting segments on the Heritage Centre website is the sports section. There are photographs of boxing, rowing, tennis, basketball, pole vault and much more. We even have an album containing photographs from the Indian cricket team's visit to IIT Madras. We know that the team played a practice match at the Chemplast Cricket Ground in September 2001, but there were no other details about this match or the visit.



*Top: Indian Cricket Team at IIT Madras:
Sachin Tendulkar,
Mohammad Kaif and
Yuvraj Singh, 16 September 2001*

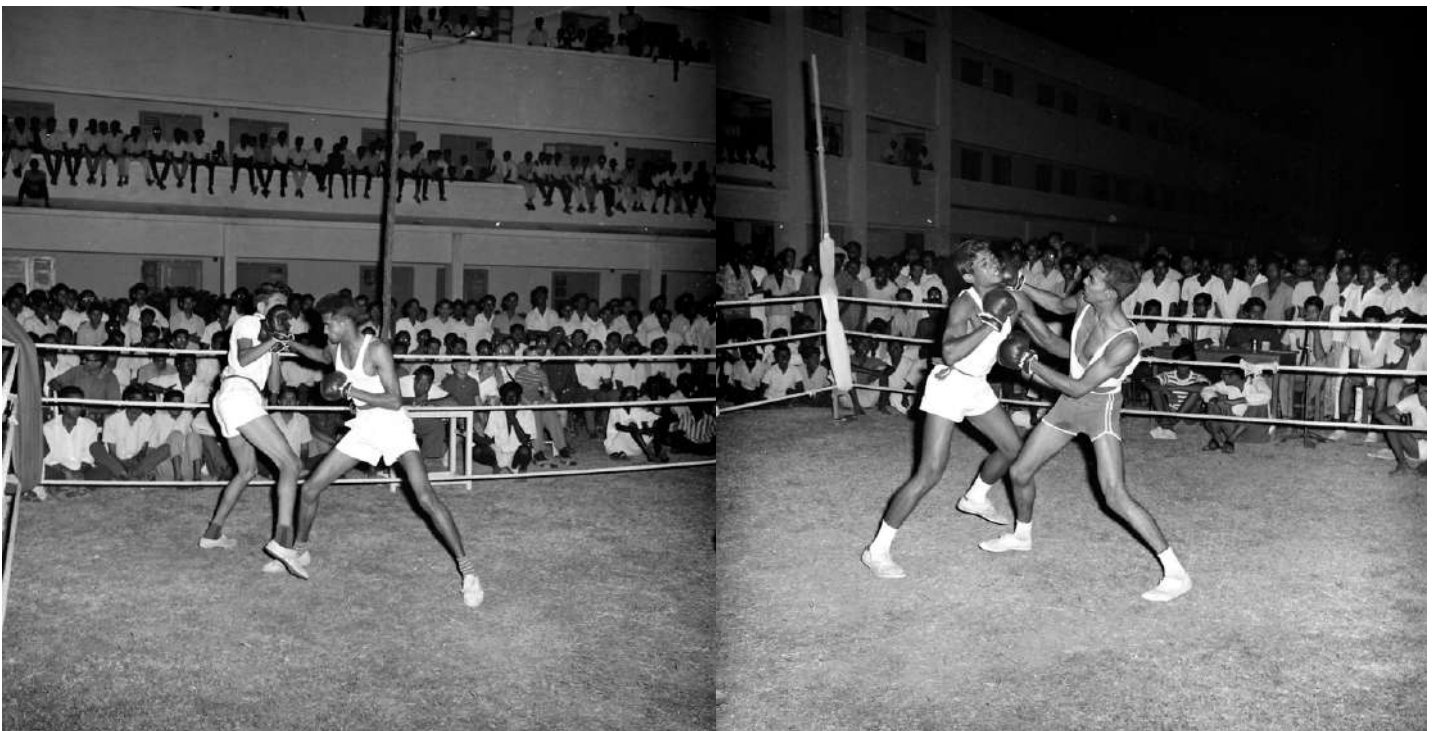
*Right: Rahul Dravid and the then
IITM Director Prof. R. Natarajan*



IIT Madras' connection with the Indian cricket team goes back to 1964 when Tiger Pataudi visited the Institute. Pataudi, the then cricket captain, was the chief guest at the Third Inter-IIT Sports Meet. This was the first time that the event was held at IITM. Pataudi was invited by the first Registrar Mr. R. Natarajan, a cricket connoisseur in his own right.

Natarajan's articles about cricket in the Annual Numbers are an interesting read. They can be found on the Heritage Centre website and also in the reading area in the Centre. Not only are Natarajan's articles witty and knowledgeable, but they are also rich in literary quality. Some of his articles — *My Team to Mars*, *The Panther from Baroda*, *The Royal Tiger from Pataudi*, *The Marvel from Mangalore* and *The Mantle of Mankad* are literary masterpieces, rich in alliteration and dauntless description, lined with a gripping narrative. Whether he is talking about "Hall gathering a harrowing harvest of Indian wickets", or "Pataudi's bludgeoning blade...studded with shots scintillating like shooting stars", Natarajan managed to keep his readers engaged to the very last ball of the match he was describing.

Another popular sport which died out through the decades is boxing. The existence of an active Boxing Club is evident in the records, and the presence of photographs and articles dedicated to the sport is a further testament to its immense popularity. In an article in the April 1968 edition of *Campastimes*, Monishi Sanyal captures the essence of what the boxing scene may have looked like at the time. Sanyal displays optimism in his article that talks about an intra-institute competition. He makes a notable observation about the sport's popularity, recognizing that it was on an upward trajectory and anticipated even greater recognition and interest in the future. Unfortunately, boxing died out from IITM over the years. The late Thomas Tharu (1969 batch alumnus) donated some of his boxing certificates to the Heritage Centre some years back. These certificates are kept on display at the Centre and they serve as tiny windows into the past of a glorious era of boxing at IITM.



Mr. Prem Watsa vs Thomas Tharu, 1960s.
Mr. Prem Watsa was the winner.
Identification by Mr. Monishi Sanyal.

Mr. R. Ashokan vs Mr. Satish Bhaskar, 1960s.
Mr. R. Ashokan was the winner.
Identification by Mr. Monishi Sanyal.

A similar situation prevails in Madras Christian College (MCC). I completed my Bachelor's and Master's in English Literature from MCC in 2020. I mention MCC because the college, just like IITM, has had a history of boxing. The now-dormant boxing ring at MCC is a hangout spot for students today and occasionally a stage for shows and events.

The limited availability of information on boxing at IITM highlights the significance of documenting events and preserving materials through proper archiving practices. Some of the greatest moments of the sports world have gone undocumented or partly documented, one of these being Wilt Chamberlain's historic 100-point game for the Philadelphia Warriors in 1962. The fights of Sugar Ray Robinson, widely regarded as the greatest boxer in the history of the sport, have unfortunately not been amply documented, and the existing videos of his bouts were captured during a period when he was past his prime years.

It is interesting to see how sports stories are documented in different parts of the world. Recently, I came across a manga series called *Hajime no Ippo*, where Japanese artist George Morikawa presents a snippet from Mike Tyson's "origin story," so to speak. I was previously unaware of this tale from Tyson's past and found it to be a riveting account. Manga is read from right to left, so I request the reader to read the page on the right first.



Hajime no Ippo by George Morikawa

Modern-day boxing has drawn much criticism from a substantial portion of viewers and enthusiasts. With the advent of social media influencers who run their own successful promotions, the world of combat is divided between those who support this new trend in boxing and those who vehemently oppose it. Influencers can craft their narratives and generate substantial monetary gains by training and participating in boxing matches that attract large audiences. Some of these matches are often considered to be “rigged” by viewers but serve as amusing and sometimes interesting stories, nonetheless.

I am sure that boxers from IIT Madras have interesting stories which are yet to be uncovered and documented. I hope that these accounts will be compiled someday for the benefit of ‘historophiles’ and boxing enthusiasts in the years to come.



Bhuvanesh Santharam
Project Associate

 @bhuva23



Welcome to the Reading Room



A world before us, worlds in our heads, endless worlds strewn across the universes of literature and media, such as one where you could be a tiger or grasshopper. Infinite worlds.

Amongst our newly installed bookshelves, you will find that you can ride crests of waves, explore the histories of technical institutions and learn about a pair of very talented twins. Peppercorned with artefacts and mementoes from the Director's office, the ambience of the reading area is amplified by the close connection one feels with the lawn outside. The occasional breeze outside ruffles the grass that has not already been weighed down by the daily activities of deer.



If I started a sentence with "in this day and age," most people would turn the page, moving to the closest cartoon on the way to the end of the newsletter, hoping against hope that they have managed to escape yet another preacher. So, let us now merely think about possibilities and the world. Time, loyalty, the end of the world: what would we do to save the world? What kind of a person are we? How are we living our lives? When do we feel the happiest? Why are we doing what we are doing now? At this very moment, you are reading this article from the second edition of the Heritage Centre's *Glass Panels*. How is it that I predicted this moment so?

We operate on wavelengths: we make friends or take revenge based on wavelengths and several other reasons. A sentence you read somewhere, a line in a song you heard on the radio years ago, a company's tagline - any of these could change your life just as much as something someone told you. A book can also tell you things. It can show you them in vibrant colours that only exist in your imagination; it could be the very item that makes you have a good week; it could give you hope when you have none; it could change your past, present and future.

Give words a chance, whatever language or form they are: comic books, strip comics, fiction novels, novellas, graphic novels, encyclopedias, poetry, technical texts or manuals. Read five lines of something you like: you will want to give up the rest of your afternoon to finish reading it.

It is the most rhetorical of statements that life hits us in the weirdest of ways. At the Heritage Centre, we want to comfort, inspire and encourage you, no matter what life is like now.

We hope the Reading Room prompts you to look through our collection, ease your body onto the warm sofas there and find out something new about perspective, human resilience, perseverance, forests, flora and fauna and the vivid opinions and lives of IIT Madras' earlier batches of students through erstwhile student publications as you sit by the grass and away from the scorching sun. We hope that when you visit us, you leave a little bit happier.



From the bookshelf at the Heritage Centre

Ashlin Deena Mathews
Project Associate



COVER STORY:

KAVIN WILL NEVER CAVE-IN!

Student volunteers at the Heritage Centre have always been of great help. They turn up during crucial events and are never shy to lend a hand to the Heritage Centre staff. Kavin Chakaravarthy is one such volunteer who is a magician. Ever so eager to assist in technical matters, Kavin never gives up when there is a technical glitch or a requirement for a quick solution, especially during events.

During Heritage Centre Day, Kavin used his magic to figure out a way to mirror the reluctant laptop screen to the larger interactive display. Apparently, it was not difficult at all (by Kavin's standards that is, none of us understood what *jugaad* he had done). All that we saw was the trademark smile and his nimble fingers flying across the keyboard before the issue was fixed.

Kavin also managed to see to the obstinate Oculus on one occasion after which he was immersed in his newly found toy for a considerable amount of time. He was oblivious to the cameras filming him and our fingers hovering around his nose.

Kavin's skills extend beyond his expertise in the technical field. He is a master at managing visitors of all kinds. High-profile visitors are his speciality; he does not let them leave the Centre until he has taken a selfie or photograph with them (and they have no choice in the matter). The tours he conducts around the Centre are a treat for visitors, as he provides thorough explanations while keeping things interesting.

The young man has earned significant "street cred" around these parts. His countenance is as pleasant as *Sharkara Varatti*. He has also earned the nickname "The Solution". This is a short article appreciating Kavin "The Solution" Chakaravarthy's efforts in making the Heritage Centre a vibrant place.



Left Hook Lokesh
Featured Reporter



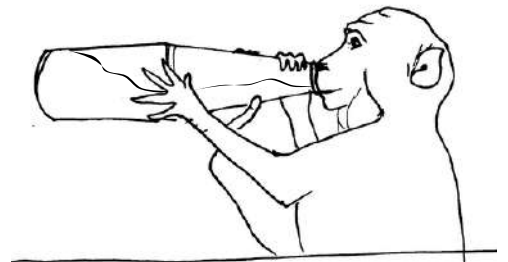
The Soda Snatcher

Oh, the audacity of that mischievous monkey! Allow me to paint a picture of the comical scene that unfolded at the start of my internship.

As I eagerly began my internship at the Heritage Centre, I was armed with a refreshing cold drink bottle to combat the scorching Chennai heat. Little did I know that my thirst quencher would become the center of an unexpected monkey spectacle.

With the sun shining brightly, I ventured towards the centre from Usha Canteen, blissfully unaware of the shenanigans about to unfold. Lost in my thoughts, I took a moment to admire the vibrant flora and fauna surrounding me. In this serene moment, I felt someone snatch my cold drink bottle from my unsuspecting grasp.

Startled, I turned to find myself face-to-face with a cheeky monkey, grinning mischievously. It darted away as if it had won the lottery. Dumbfounded, I stood frozen for a second, trying to process the absurdity of the situation. The mischievous creature stopped in its tracks just three steps away from me. With a devilish glint in its eyes, it defiantly unscrewed the bottle cap and took a triumphant swig of my cold drink. (I could finally relate to Ross - MY COLD DRINK!!*)



Artwork: Ashlin Deena Mathews

I stood there, dumbfounded and amused, watching the audacious monkey gulp my beverage. It appeared to savour every sip, its eyes shining with sheer delight. Defeated, a little scared but thoroughly entertained, I couldn't help but burst into laughter.

With a smile and a story to share, I retreated, letting the monkey revel in its victory. And although I may not have regained my cold drink bottle, I gained something even more precious — a hilarious tale to recount and a reminder to always expect the unexpected in the wild and wonderful world of internships.

* If you didn't get the reference, please go watch F.R.I.E.N.D.S. Season 5 Episode 9: The One with Ross's Sandwich.

Swati Pariath
Intern

 @thatcurlyredhead_



THE HERITAGE SQUARE

The following words may be discovered in this word search which is IIT Madras-themed.
The words may be found diagonally or backwards as well. Enjoy!

Indian
Institute

1959

Quark

Monkey

NCC

Deer

Deans

Pandemic

V. Kamakoti

Main Gate

Shields

Naval
Architecture

N	C	A	N	T	A	I	S	O	R	R	Y	N	O	M	O	N	K	E	Y
C	A	Y	C	H	U	S	H	A	C	O	N	T	A	I	N	R	A	F	N
O	B	V	X	F	G	G	A	G	S	D	A	V	B	E	E	E	G	B	Y
X	Q	H	A	D	Q	B	D	E	A	N	S	L	Z	E	X	E	D	A	S
Y	O	F	Z	L	X	V	O	F	Q	H	W	Q	A	X	T	Z	S	V	Q
L	L	A	C	F	A	Z	H	L	O	Y	R	C	M	U	I	D	M	B	T
I	G	E	Q	U	A	R	K	A	S	L	C	U	T	N	M	A	A	A	E
T	A	S	V	I	F	A	C	S	U	S	A	I	D	W	E	S	D	S	H
I	O	D	V	E	R	A	B	H	E	R	T	E	X	T	L	X	R	J	F
L	V	K	A	M	A	K	O	T	I	S	H	I	E	L	D	S	A	I	S
L	F	E	W	R	P	B	X	Y	N	T	Z	R	N	A	N	A	S	F	W
O	H	W	Q	E	A	A	R	I	I	R	E	F	I	E	B	A	R	B	I
C	S	C	D	A	S	A	N	R	E	E	Y	C	W	A	L	S	D	F	N
O	O	R	L	L	T	A	B	D	D	E	R	K	T	M	C	D	R	T	D
R	A	S	M	L	I	S	A	S	E	T	N	S	B	U	L	S	V	S	I
B	Z	C	G	D	O	D	G	C	J	M	S	T	F	O	R	E	S	T	S
O	C	C	N	H	B	R	O	L	M	A	I	N	G	A	T	E	M	E	G
G	K	I	F	E	R	V	C	P	A	C	K	C	Y	L	E	T	A	T	S
H	D	O	H	U	L	G	S	R	D	A	N	B	E	B	I	I	R	T	F
L	Q	O	E	N	I	N	Y	T	F	I	F	N	E	E	T	E	N	I	N

Who can better tell the story of the Heritage Centre and IIT Madras than the people who live, study, and work here? This is the call for submissions to *Glass Panels*. If you are interested and have relevant material in the form of art, poetry, prose or articles, use this Google Form to send us your submissions for our next issue:



Solution to May 2023 Crossword

1	A	R	C	O	2	T	T	W	I	N	S	3	K	A	M	4	A	R	A	5	J					
L					A							E			V											
A					6	M	A	7	S	T	8	R	9	E		Y		E		C						
10	K	O	C	H	I		I				O	X	I			N				K						
A					Z		R				L	A	N			U				A						
N					11	H	O	S	T	E	L		12	G	E	N	E	R	A	L						
A																										
13	N	A	T	A	14	R	A	J	A	N		15	S		16	P										
D					O							17	E	L	E	P	H	A	N	T	S					
18	A	N	A	N	T	H	M	19	S				O			I										
					A								20	G	A	J	E	N	D	R	A					
22	S	P	E	C	T	A	T	O	R																	
					E																					
																23	V	E	N	K	A	T	E	S	H	
24	B	O	N	25	N	A	V	26	E		27	B		28	M	A	D	29	A	30	S					P
A					E							E		O				A		H					R	
N					W							G		O				G		31	I	N	S	T	I	
Y					S							32	H	E	R	I	T	A	G	E					N	
A					E															L					I	
33	N	A	R	M	A	D	A																			
																34	Y	N	A	Y	U	D	A	M	M	A

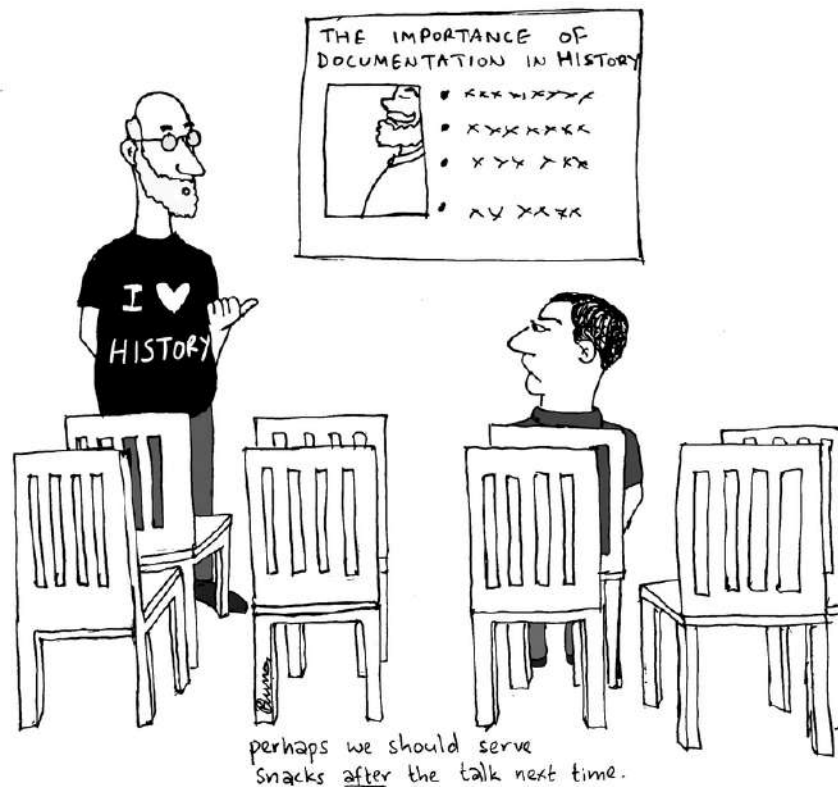
AMUSING

MUSEUM MUSINGS

by bhuva

 @bhuva23

This cartoon was inspired by a true incident featuring our volunteer Varsha Dhasaraju.
The idea was provided by Kavin Chakaravarthy.



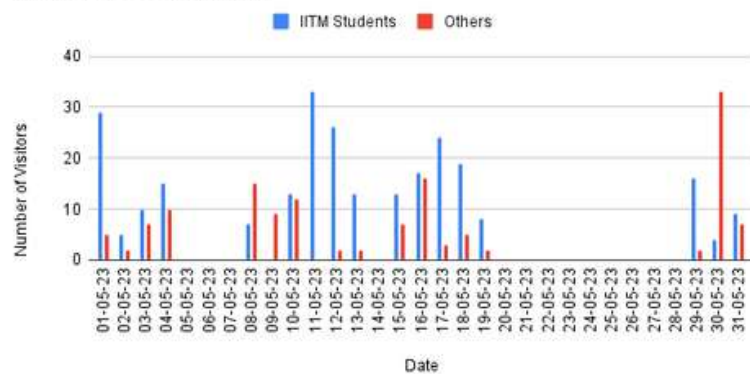
VISITORS TO THE CENTRE

(for the stat lovers)



Visitor Analysis - May 2023

IITM Students Vs Other Visitors



Students	Others	Total
261	139	400

Heritage Centre Visitor Analysis - May 2023

Day	Date	IITM Students	Others
Monday	01-05-23	29	5
Tuesday	02-05-23	5	2
Wednesday	03-05-23	10	7
Thursday	04-05-23	15	10
Friday	05-05-23	-	-
Saturday	06-05-23	-	-
Sunday	07-05-23	-	-
Monday	08-05-23	7	15
Tuesday	09-05-23	-	9
Wednesday	10-05-23	13	12
Thursday	11-05-23	33	-
Friday	12-05-23	26	2
Saturday	13-05-23	13	2
Sunday	14-05-23	-	-
Monday	15-05-23	13	7
Tuesday	16-05-23	17	16
Wednesday	17-05-23	24	3
Thursday	18-05-23	19	5
Friday	19-05-23	8	2
Saturday	20-05-23	Staff Holidays	Staff Holidays
Sunday	21-05-23	Staff Holidays	Staff Holidays
Monday	22-05-23	Staff Holidays	Staff Holidays
Tuesday	23-05-23	Staff Holidays	Staff Holidays
Wednesday	24-05-23	Staff Holidays	Staff Holidays
Thursday	25-05-23	Staff Holidays	Staff Holidays
Friday	26-05-23	Staff Holidays	Staff Holidays
Saturday	27-05-23	Staff Holidays	Staff Holidays
Sunday	28-05-23	Staff Holidays	Staff Holidays
Monday	29-05-23	16	2
Tuesday	30-05-23	4	33
Wednesday	31-05-23	9	7

DISTINGUISHED VISITORS TO THE CENTRE (MAY TO MID-JUNE)

It is always a pleasure and honour to host important personalities at the Heritage Centre. From ministers to entrepreneurs to Nobel laureates, the Centre is never short of stories of dignitaries gracing the museum. The past, present and future of the Institute are documented and kept on display here, making it a significant part of any visitor's itinerary.

Although the student visitor count decreased due to the holidays, the Heritage Centre was still buzzing with activity. Here is a glimpse of some of the distinguished visitors who graced the Centre with their presence.

S. K. Tyagi

Deputy Director, Ministry of Electronics and
Information Technology

*"Great Institution and
wonderful world. In
complete contradiction to
metro cities' mess."*



May 2023
15th

May 2023
15th



Prof. C. Raj Kumar

Vice Chancellor, O. P. Jindal Global University

*"Congratulations to the IITM for its
extraordinary journey of promoting
excellence which has led to its achieving
eminence. the vision and imagination of all
previous Directors including the current
Director Prof. V. Kamakoti is visible in the
heart and soul of this great institution!"*

P. Kandaswamy
IPS

"Great feeling to visit this Centre. Nicely documented. The resource persons are very cordial."



May 2023

30th

June 2023

6th



Cdr. V. K. Jaitly
Ex Commander, Indian Navy

"Very well maintained Heritage Centre. Staff also very creative and enthusiastic."

Vice Admiral Puneet K. Bahl
Comdt. Indian Naval Academy

"Indeed a pleasure and a privilege to have visited IIT (M), the most prestigious centre of learning in India. I immensely thank the Hon'ble Director, Prof and HoD Oceanography and Ms. Mamata Dash for giving a comprehensive briefing and an insightful walk around. Our best wishes to the faculty and the brightest of the bright students in all their future endeavours. An excellent visit to the Heritage Centre. All of you make the country proud! God Bless!"



June 2023

21st



Mamata Dash
Senior Project Officer

Ashlin Deena Mathews
Project Associate



NEWS BITES



A new entry system

Our intern Swati Pariath came up with a new visitor entry system, which is a change from the old one. Now, visitors will not be required to enter their details manually but instead be expected to fill in a form on an iPad at the entrance of the Heritage Centre.



Hostel Nights exhibition

The Hostel Nights Exhibition is finally here! Curated by one of our Project Associates, this exhibition gives you an immersive experience of the popular event which takes place towards the end of the academic year. At this exhibition, you will find a 3D model of a hostel room, plenty of photographs and more!

Gift Shop inauguration

The IIT Madras Gift Shop was inaugurated on 9 June 2023 by Prof. V. Kamakoti (Director) at the Heritage Centre. The shop is located outside the '81 Theatre. It attracts plenty of visitors and students. Apart from Mr. Kesavan from IIT MAA, the Heritage Centre staff has also helped in running the shop since its inauguration. Various items such as hats, caps, mugs, bags, notebooks and pens can be found at the shop.



Identity Design: A Logo for the Heritage Centre

Part 1

Introduction

Identity design, also commonly known as branding, is the process of creating a visual representation of a company or individual that communicates their personality, values, and purpose. This visual representation can include a logo, colour palette, typography, and other design elements that come together to create a unique and cohesive visual identity. To me, identity is a vision. A goal. A story. Identity design, simply put, is composed of the visual elements that make or represent a brand. But I believe that it is more so its ability to accurately uncover and express the story and the people behind the brand.

Vision for the space

The vision for the space was to bring in a modern touch through the introduction of dynamic displays and the general revamp. With the new feel to the space, the visual identity would have to reflect it, too. With this in mind, the attributes of the space were decided.



Initial sketches

Direction

The direction that was taken forward was the concept inspired by breaking down the forms of the letters H and C into the most simplified geometric shapes possible.



Concept

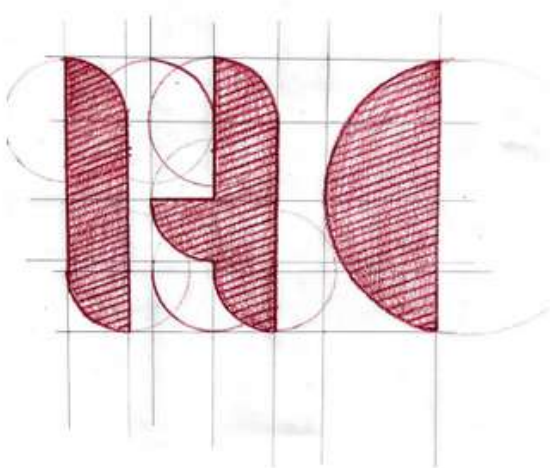
The concept was slightly altered by adding a radius to the sharp edges of the initial direction to give it a script-like feel and movement to make it fitting for its "heritage" representation.



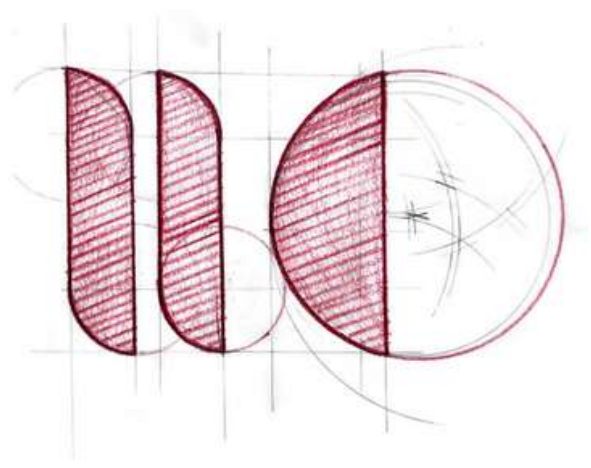
Variations



Construction

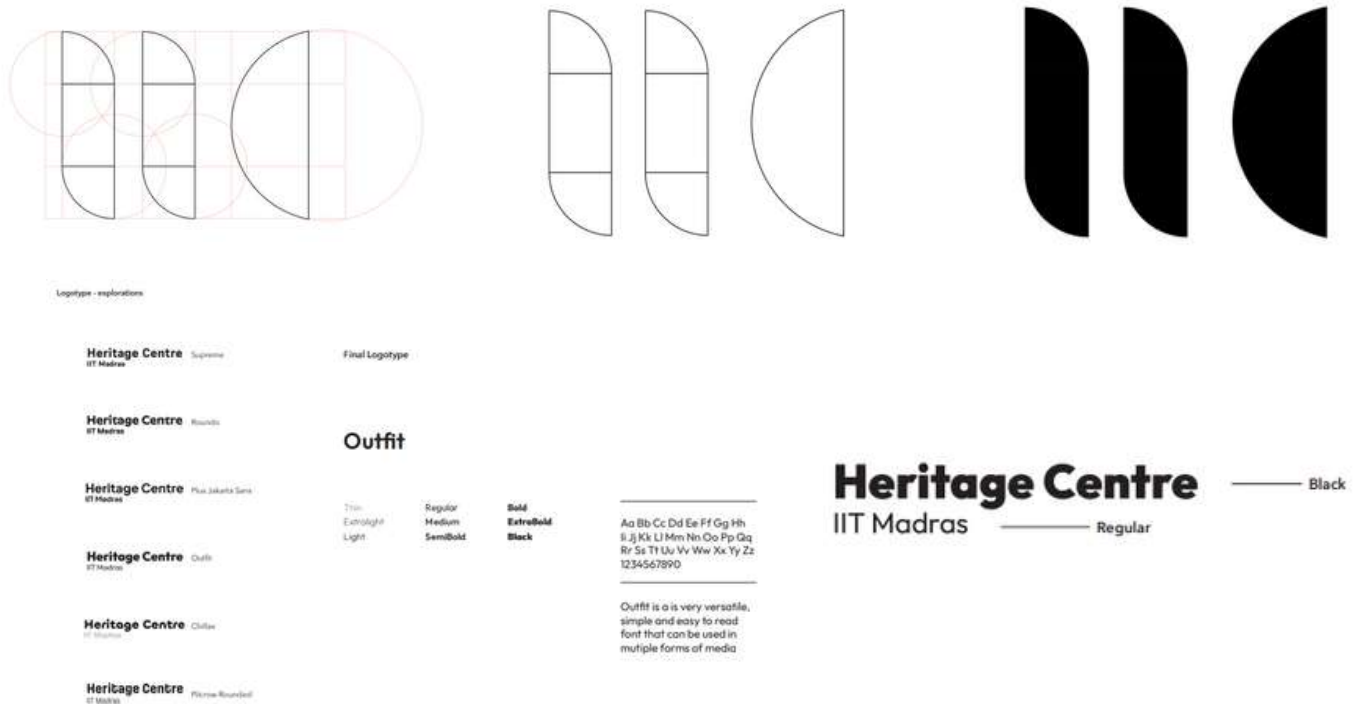


Selected symbol



Stages of digitization

Final symbol



Final identity

The Heritage Centre is more commonly known as the HC by staff members and the Heritage Club members. Therefore, it seemed fitting to utilize the glyphs H and C.



The symbol represents the simplification of both the glyphs H and C to geometric forms. The vertical strokes of the symbol are curved and given a radius to add movement. This movement adds a friendlier feel to the symbol and also makes it more appropriate to the term heritage.

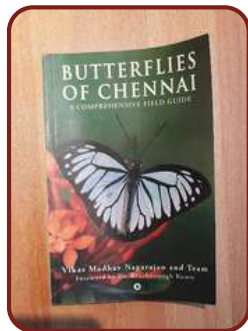
Sajani Sathasivam
Intern



RECENTLY RECEIVED



“ R. K. Laxman Extra-Mural Lecture poster and autograph contributed by Mr. C. P. Jayaraman (1985 batch). ”



“ This book includes authors who are campus residents of IIT Madras! ”



“ Sea Shore Temple, Mahabalipuram, from the Director's Office. ”



IIT-M GIFT SHOP

Looking for the perfect tea coaster? The ideal coffee mug? A fridge magnet to remind you of your days at IIT Madras? Then you must not miss this cute little shop tucked away in the Heritage Centre. Come check out our exciting range of products!



"A drop of ink may make a million think." - Lord Byron

Stay up to date with the latest events, activities and exhibitions through our social media pages.
Schedule visits by writing to the official email or by calling us!



Swati Pariath, our intern from Ahmedabad University will be leaving to complete her Master's of Management Studies in Heritage Management. She interned at the Heritage Centre for a period of two months and was an integral part of the Glass Panels production team.

To know more about the work we do, SCAN THE QR CODES :



Follow us on
Instagram at
@heritage_iitm



Follow us on
Twitter at
@CentreLit



Subscribe to
our page at
IIT Madras
Heritage Centre



Follow us on
Facebook at
IIT Madras
Heritage Centre



Follow us on
LinkedIn at
Heritage Centre
of IIT Madras



heritage.iitm.ac.in



heritage@iitm.ac.in



+91-44-22579480



Heritage Centre
IIT Madras

