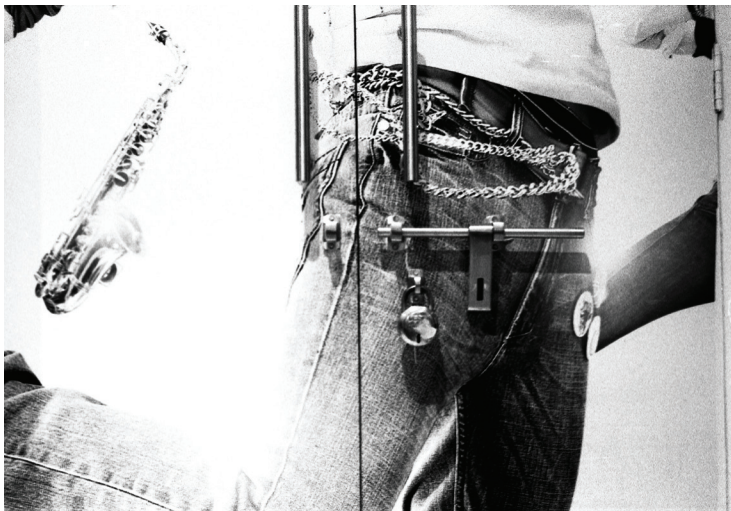
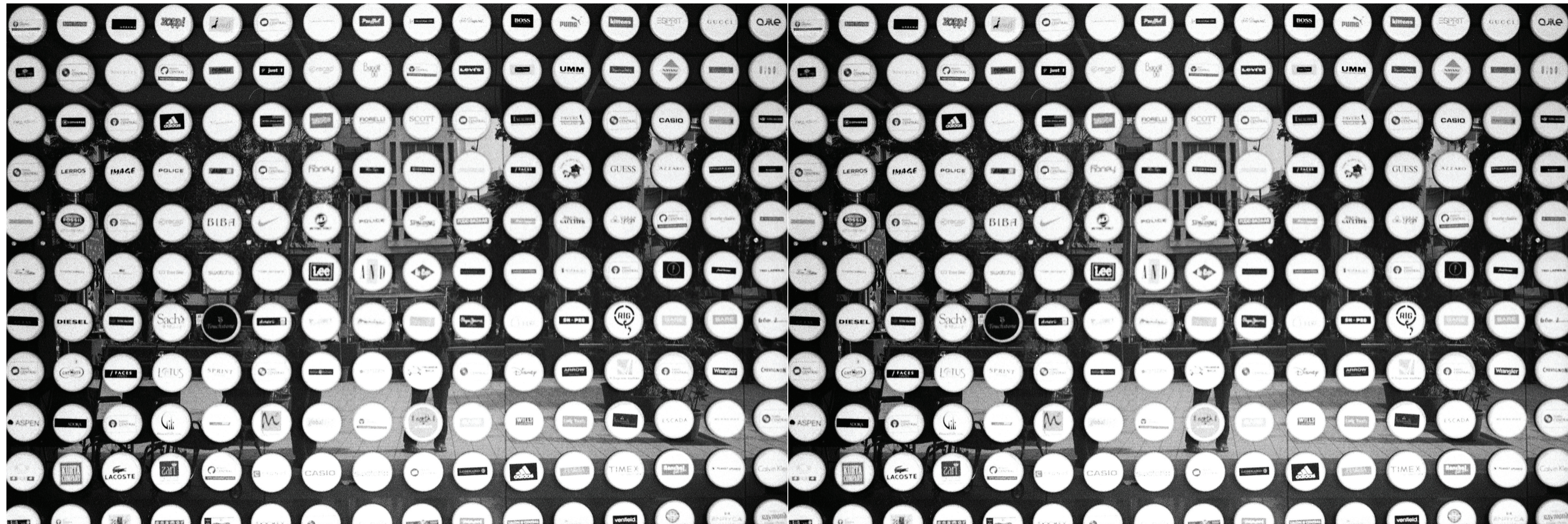


Brandless.



Brandless.



Published in 2010
Type set in Baskerville regular.

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Text and Book Design | Mrinalini Sardar

Printing and Binding at
Siddhi Printers, Ahmedabad.

Printed in India.

An NID 2010 Publication.



Brandless.

The duality in the consciousness.

Guide
Dr. Deepak John Mathew

Photographs and Text
Mrinalini Sardar



Brandless.

The duality in the consciousness.

Today, the pure power of deep skin cleansing
and a strong spurt of a mouthful of frothy, pasty plaque fighting protection
is indispensable when we begin our day.
The aroma of re-sealable packs of Bru and strong slurps of Nescafe at nights
demarcate are insomniac activities and the break of dawn.

The lather of the soft creamy 'bathing bars' to therapy healing shower gels make us squeaky clean.
From the checkered Burberry Brits to the chocolate boy Axe's, we smell well but smell no different.

We consume cholesterol free oil, yet we gorge on ghee smeared parathas and motichur laddoos.
We run with pace on the tread-mill with the ipod plugged in,
yet we climb briskly on escalators and press elevator buttons repeatedly.
The low cuts and the slim fits we like to flaunt after ogling at mannequins behind glass walls,
not quite thinking that the same pair might look hideous if not well fitted.

The khus syrup has given way to Breezers, the nimbu pani to LMN.
The subtleness of All India Radio has been stung by the hotness of Mirchi.
Even Floyd's rythym, Metallica's beats and Beatles melody trapped in compatible discs
are being released open by the green 'mu'.

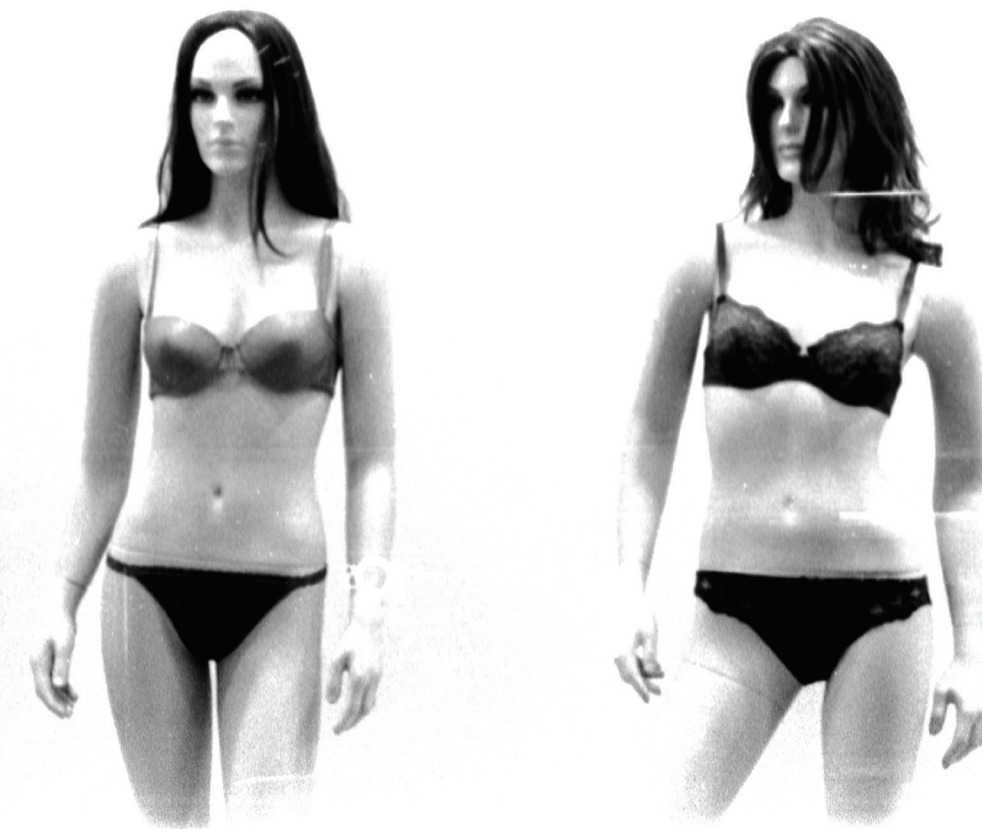
We have become comfortably numb.

Who are we?

We are today's consumers. The life-line of today's brands.































A TATA Enterprise



We've set our sales force only one target.
Satisfied customers.

We help you buy.

cromā
The Electronics Megastore







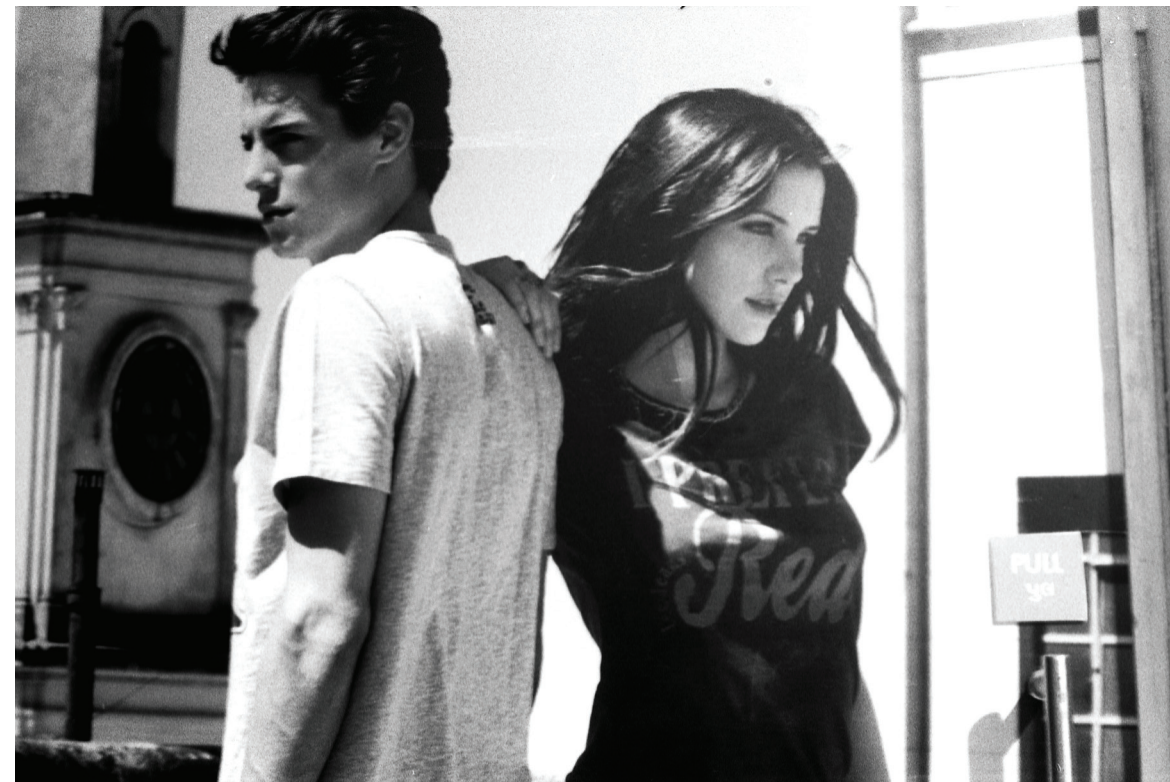
Let the actions act on you. A preconceived story is an imposed thought.

Prashant Panjiar at NID Design Gallery.

Otherexplorations.







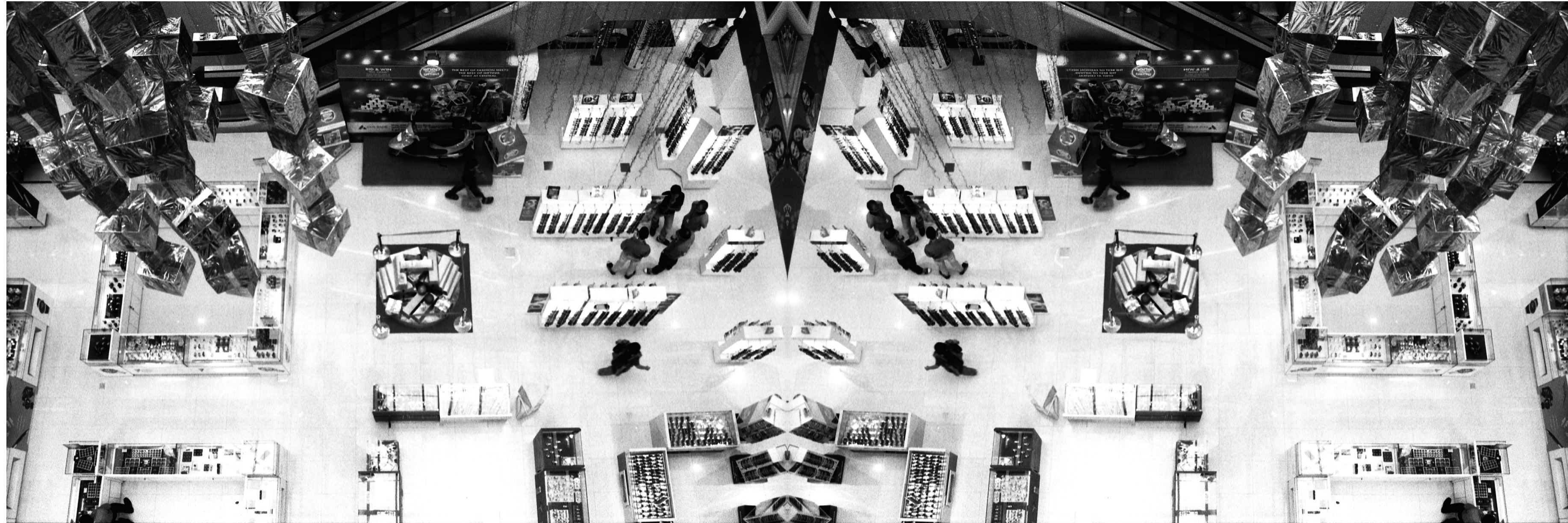
Conclusion

Every coin has two sides.
Every magnet has two ends
Every story has a beginning,
And every beginning has an end.

Brandless buys are omnipresent
Everywhere around us.
On the streets and footpaths
Or under tarpaulin shacks.

The occupations are numerous,
and scattered along roads,
Unlike the air-conditioned malls
Where everything is branded
And available when cash flows.

The duality in the consciousness,
Which is shrouded by human thought,
Surfaces when we compare
The brandless occupations
and their branded counterparts.



Let the actions act on you. A preconceived story is an imposed thought.

Prashant Panjiar at NID Design Gallery.

Acknowledgement

This project would not have been possible
without the sincere help and permissions granted
by myriad individuals, some known and some who remain anonymous.

I thank my guide Dr. Deepak John Mathew for his constant inputs
and feedback for this project that helped me in evolving the final theme of the book.

A warm thank you to all the Mall Managers of Ahmedabad who granted me permission
to shoot in their mall premises, namely

Mr. Akash Deep Singh, Managing Director, Iskon Mall

Mr. Dhawaall Panchal, Marketing Manager, Big Bazaar

Managing Director of Dev Arc Mall

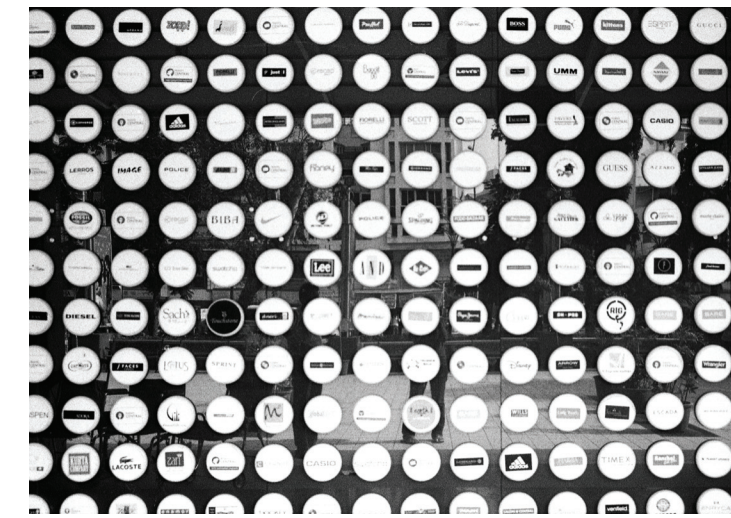
The H.R. Head of Pune Central Mall

To every known and unknown face on the streets
for giving me a chance to capture them naturally.

A special Thank You to Metro Showroom on C.G. Road,
and Woodland Shoe Shop on S.G. Highway.

I sincerely thank Saloni Agarwal for lending me her Nikon F55 Analog Camera.
It is because of this amazing tool I discovered a whole new brandless world of photography.
Thanks to all my graphic design batch mates for their invaluable and timely inputs into the project.

Brandless.

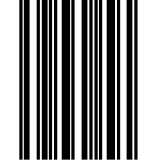


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ISBN 978-1-4116-8691-5



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