

# Pattachitra

## Reviving Traditional Art Through Product Design

This creation draws inspiration from the rich heritage of Pattachitra art practiced in Pingla village, Midnapore, renowned for its expressive narrative style and intricate hand-painted motifs. The project seeks to reinterpret this traditional art form within a contemporary design context by thoughtfully integrating it into functional product design.

The design features wooden gussets crafted from reclaimed wood, deliberately selected to promote sustainability and responsible material usage. Hand-rendered Pattachitra motifs are meticulously painted onto these wooden surfaces, transforming them into visual storytelling elements that anchor cultural meaning within the product. These gussets are paired with finely crafted leather, creating a refined dialogue between traditional art, natural materials, and modern craftsmanship.

Through this work, the intention is to preserve and re-imagine an indigenous art form while developing a premium range of leather products that balances cultural value, sustainability, and contemporary aesthetics.

The product range comprises a sling bag, laptop bag, and tote bag, each incorporating hand-painted wooden gussets inspired by Pattachitra art. While the sling and laptop bags emphasize the contrast between painted wood and premium leather, the tote bag further integrates traditional Kantha stitching on the leather panels, adding an additional layer of handcrafted textile expression. Collectively, the products demonstrate a thoughtful fusion of functional design, indigenous art, and artisanal detailing within a contemporary leather product range.



**Ms. Anindita Ghorai,**  
Leather Lifestyle & Product Design,  
3rd Semester, 2024 Batch,  
FDDI, Kolkata