

TRANSFORMATION OF FLEX BANNERS IN KOLKATA TO A VALUE-ADDED PRODUCT: A DIFFERENTIAL AND INNOVATIVE APPROACH

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ABSTRACT

Kolkata, India's cultural capital, holds an extravagant Durga Puja celebration each year. In addition, UNESCO designated the festival as a part of the Intangible Cultural Heritage of Humanity in 2021. Thousands of flex banners are used along the sides of the roadways during festival preparations and festivities to grab people's attention and leave a lasting impression. The three layer laminated flex banner, however, adds to the environmental burden because of its sophisticated design, which makes recycling either challenging or expensive. Limited amount of research has been done to offer a solution to this problem. In this project, an effort has been made to transform banners into a practical yet stylish tote bag. A mixed methods approach was adopted. The demand for the bag and the design components necessary for it to be fashionable were discovered via a questionnaire given to 218 design students. Although the finished product is still being developed, this novel strategy will undoubtedly contribute to making a lasting impact on society in the future.