

VISION **NXT**



Trend byte

Mind Expansion

*Return of maximalism:
Colour, loudness, excess and more. And more.*



Mind Expansion

Colour, loudness, excess and more. And more.

The pandemic was a time of restrictions as much as it was about fear. As the world starts opening up again, wary but hopeful, it seems likely that the eventual end of this will result in a brimming over of activity. What we want more of, is what we've had less of for too long. Boggled down by the numerous restrictions of the pandemic, some people are choosing a different way of living life largely, and finally shaking off the prevalent trends of austerity and minimalism to go all out.

Visually, this is also bringing into the forefront India's historical connection with the highly ornamental the opulence, moving slightly away from the global aesthetic of bare and minimal, proving that the prevalent visual culture is no longer simply a third-world imitator, but a product of embracing the exuberance and the overwhelming joie de vivre of Indian life.

Colourbomb

Aesthetics of excess in patterns and palettes

In what may be a comeback of kitsch, embellishments and gaudiness is probably, at once, the reclamation of the aesthetics that's very Indian, as well as the revolt against the restrictions of the pandemic. Visually this has translated to an explosion of prints, glittering gold, sequins and mirror work that refuses to remain unnoticed.

The visual elements also hark back to familiar images from the homes we've grown up in, the pop culture images that bustle in cities and markets. The glitz and the bling are a must in most weddings, shirts and saris with wild prints are cheaply available everywhere and India's visual richness has always been identified by a prevalence of many colours and many patterns. Given how ornamental most of the art and aesthetics of this country is, a subdued design language was never really a popular option.

(Clockwise from top)
[Babneet Lakeshar](#) - "[Babbi in her Feelings](#)" - [@babbuthepainter](#) The artist is an Indian immigrant in Canada, who explores her identity, cultural prejudice in her works. In very explicit maximalist fashion, her first exhibition featured Mughal miniature paintings recreated as 8x8ft paintings: [Benluka Maharaj](#) takes colonial era photos of 'Coolie Bellies', Indian women in the British colonies in the Carribean, and recreates them with sequins prints and colour. The subjects of these photos are passive, and seem to have little agency. She is bringing back to public eye these erased identities, and portraying them in dazzling technical colour. "[Sera, Susie and Bebe](#)" from "[Peltina Mangoes](#)", and "[Pilowki and Azam](#)", from "[Home is a place called Home](#)"
 Bobo Calcutta - [SHADE CARD](#) - This label works extensively in embroidery, not shying away from a riot of colours and includes queer identities and aesthetics





(Clockwise from top)
 Param Banana - The self-proclaimed maximalist designer, Param Sahib says he is defined by 'vitamin-infused colours and beaming confidence' - [The not-so-silenced Queer Voices of India](#) - New Alipore home in Kolkata redesigned by [Beyond Designs](#), incorporating layered styles with an array of materials, colours, textures and finishes - [ArchiDialect](#) - [Namrata Kumar](#) - The season for murder mysteries and mulled wine - Ameya Narvankar - [Urban Junale](#) - not just a garden

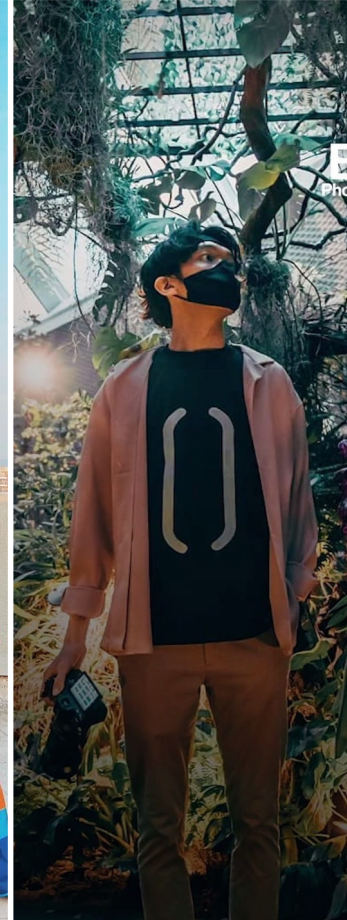
Loud and Proud

Confident living, maximalist life values

The youth of today are considerate of others, but do not shy away from putting their own principals in the forefront. Demure is a trait of the past, the younger people of today are here to take up the space that may have been kept away from them, and they are doing so with gusto. From social issues to accountability in personal lives, this cohort is one who refuses to be silenced, and more so, will make sure they are heard.

Their life choices are bold and off the oft-beaten path. The maximalism as a lifestyle choice does not manifest in materialism or a sense of ownership, but is related more to nurturing an exuberant personality. These change-makers also often don more than one hats, taking on multiple roles in their lives.

(Clockwise from top)
[Roshini Kumar](#) - who speaks up about body positivity, also including her [mother and grandmother](#) - never shying from celebrating her herself - Siddhant Agarwal started the ambitious '[Project Hope](#)' who sent out an everyday t-shirt all around the world to beat the pandemic travel woes [Mohit Thapar](#) explores masculinity, gender, sexuality and the fluidity of it all in his unapologetic photographs -



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