

ARCHITECTURE TECHNOLOGY OF CHETTINAD CHETTINAADU CULTURAL TOURISM

Periyannan Karuppiah

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KEYWORDS – Conservation, Heritage, Style, Tourism, Tangible and Intangible

INTRODUCTION

What is Heritage? What can be considered as heritage is a important question that is crucial for conservation and Preservation of Tangible and Intangible elements. The built heritage of Chettinad is an irreplaceable cultural resource giving it a unique identity and character. The region has experienced a tremendous amount of change from its original design and the old buildings are mirrors of the procession of history and culture that together have formed the heritage of the town. Well known for its palatial mansions with their unique architectural style, the conservation of old buildings is a must in retaining the character of the city.

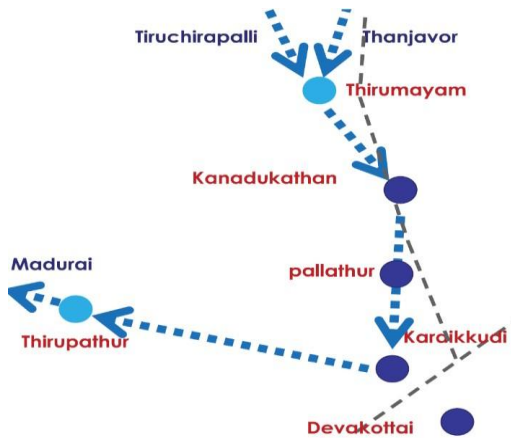


STATUS OF MANSIONS

surveys of some villages in the region show that many of the mansions have already disappeared. However, this network of 73 villages and 2 towns still comprised a large number of palatial homes numbering, more than 10,000. The urban grid pattern remains authentic, as no main alterations have been undertaken in the settlements, preserving the integrity of the town planning.

TOURISM PROSPECTS

At Present , Chettinad region is practically unknown to tourist guides. The Region excluded from tour itineraries is surprising. Chettinad Heritage tourism is in its early stages. By including the Region, Tourists will gain a more complete picture of ways of lifestyle in South India. Indian Tourists and International Visitors will be important for the Cultural Tourism to promote neglected cultural pursuits.



Number of visitors per year :		
	Total	Foreign
Tiruchirapally :	20,0 Lakh;	81,600
Thanjavor :	11,0 Lakh;	42 700
Madurai :	41,0 Lakh;	1 Lakh
Rameswaram :	24,0 Lakh;	7,850
Sivagangai D. :	2,7 Lakh;	25,000

Data from Tamil Nadu Tourism Corporation 2006



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TOURISM OBJECTIVE

The Article aims to bring life back into Sleepy Villages and to bring the Community back to its Roots. The Emphasis lies on creating alternate sources of income to prevent the slow deterioration of Tangible and Intangible heritage as the region cannot rely on Foreign Investment for its restoration. The objective is to promote employment opportunities and encourage the participation of Local Communities in the organization and development of Tourism.

Living Heritage: The Skills



Chariot makers



Metal work



Wood work



Kotan



Jewelry



Athangudi tiles



Chettinad cuisine

INTANGIBLE HERITAGE – ARTS AND CRAFTS.

PALLATHUR TOURISM CASE STUDY

Pallathur is a Heritage village. The Street experience one can get in pallathur which despite the Onslaught of time has a flavor of Chettinad architecture and culture. The presence of a lot of other Heritage houses enriches the Cultural resources of the region. Pallathur has the potential For Cultural Tourism given its Heritage. The Proposal of Heritage trail aims to cover the Style of Mansions in their chronological order thus Integrating 100 Years of Legacy.

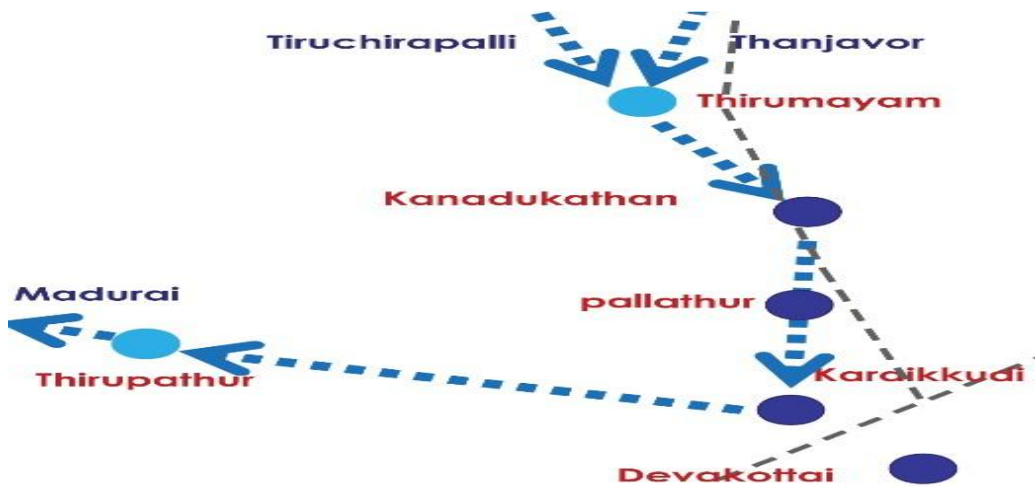
The entire proposal was designed keeping in mind the rich surrounding context; and the site and climatic conditions of Pallathur.

CHETTINAADU



- Tamil Nadu is an enchanting and ancient land in the extreme south of peninsular India. Nearly 33,000 ancient temples, many at least 800 to 1200 years old, are found scattered all over the state.
- In Tamil Nadu ,Specific Typology for Residential Architecture is Found in Chettinad Region. Grand Palatial Mansions extend from one end of the Road to the other end of the Road.
- The Region is also Noted for its Urban Planning - The Chettinad Villages Follow the Grid Iron Planning.





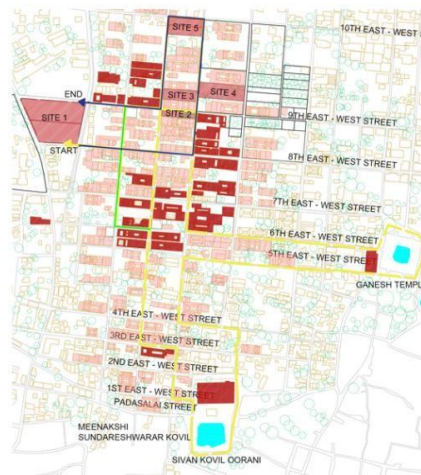
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PALLATHUR - LOCATION

HERITAGE ROUTE PROPOSAL



- SITE 1 - HERITAGE CENTER
- SITE 2 - TEMPORARY EXHIBITION
- SITE 3 - CULINARY CENTRE
- SITE 4 - HANDICRAFTS CENTRE
- SITE 5 - MUSEUM



HERITAGE ROUTE PROPOSAL PLAN AND MODEL

DOCUMENTATION - PALLATHUR

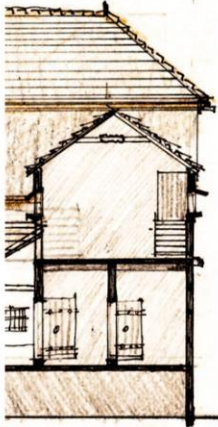
Documentation of existing Tangible Heritage – Chettinad Houses on Pallathur Context is essential for the Heritage Route Proposal. Design Inferences were framed on the basis of Documentation studies of the Chettinad Houses. The Potential sites for Design Intervention and Heritage route Proposal were chosen from the study source. The Heritage route is proposed to meet the needs of Settlement and community development.





PALLATHUR EXISTING HOUSES DOCUMENTATION – TANGIBLE HERITAGE

CHETTINAD ELEMENTS



- ARAI HIEGHT - 3.2 m
- ARAI DIMENSIONS - 2.4m x 2.1m



- ENTRANCE DIMENSIONS - 7m x 3.5m, 6.8mx3.4m
- PROPORTION OF ENTRANCE - 2:1
- PLINTH - 1m -1.5m



- ARCHITRAVE SPAN - 1.4m
- ARCHITRAVE HIEGHT - 1.5m

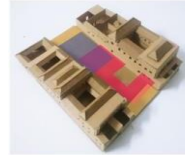
DESIGN INFERENCES



New Building should reflect the Predominant Height and Proportions of Existing Heritage Structures along The Street.



- Houses Adjacent Abutting Street Edges have no Side Setback. They Do have A Front and Back Setback.



- While Undertaking the Subdivision of Site Efforts Should be taken to Conserve the Setting and Character of Heritage Area.



- All Building Activities Should Complement the Overall Street Scape Establishing Part to whole Relationship of Built Form.

ARCHITECTURE ELEMENTS - DESIGN INFERENCES FOR INTERVENTION

DESIGN INTERVENTION - PALLATHUR

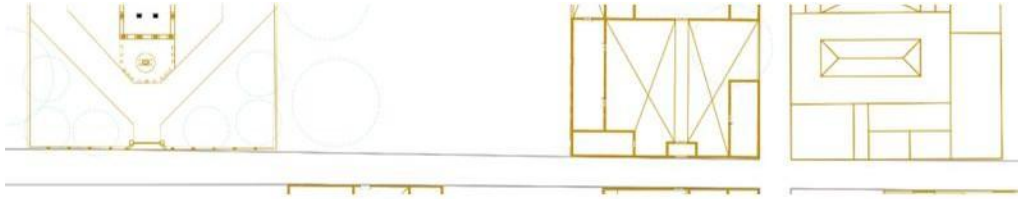
The Programs for Design Intervention – Stalls, Exhibition, and Museum were proposed as per the site requirements. The Design language followed the Traditional Planning of Chettinad Houses. The Interventions will help with connecting the community with its roots through Tourism activities.

DESIGN INTERVENTION

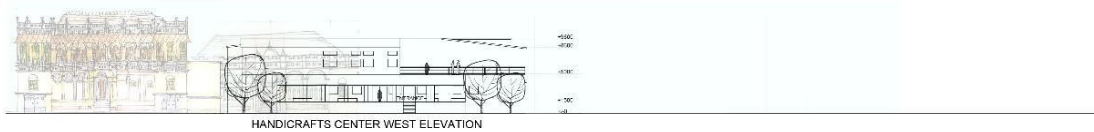




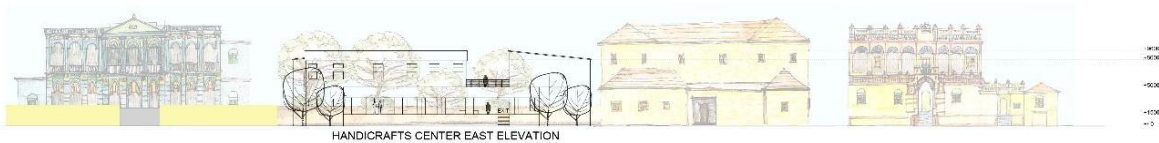
DESIGN INTERVENTION - CONTEXT PLAN



OA STREET ELEVATION



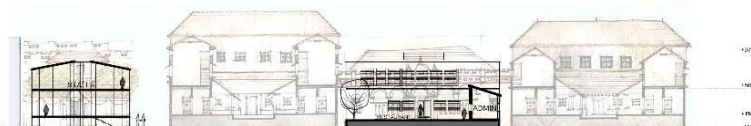
HANDICRAFTS CENTER WEST ELEVATION



HANDICRAFTS CENTER EAST ELEVATION



SECTION ACROSS MUSEUM



SECTION - CULINARY CENTRE, STALLS

IMPACT OF DESIGN INTERVENTION ON STREET CONCLUSION

Tourists spend money on Cultural consumption. Novelty and Design elements that contribute to grandiosity are highly appreciated. The Cultural Tourism focuses on creation of alternate sources of

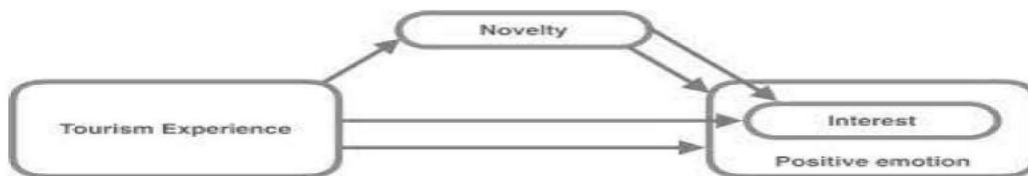


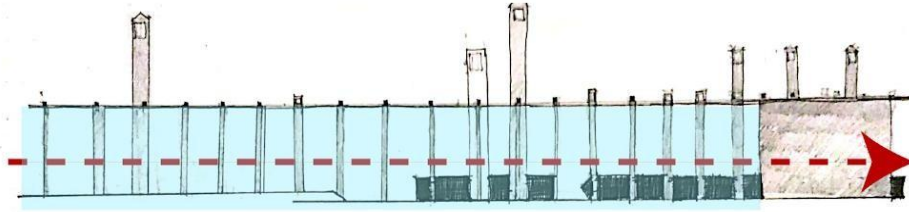
income to prevent the slow deterioration of heritage, Technology transfer of Crafts, and Building Techniques to Future Generations by providing employment opportunities to youth. Adapting to Contemporary Needs is necessary For Heritage Preservation and Conservation.



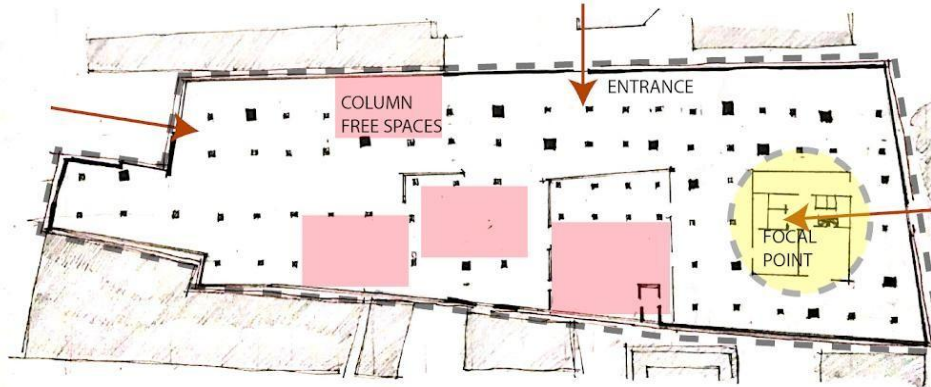
NEW TRENDS

- Tourists Spend Money on Immediate Cultural Consumption.
- Novelty and Elements that Contribute to Grandiosity are Highly appreciated.
- Commercial Corporations intervene and Convert houses into hotels that leads to modification of functions leading to a decline in Socio Cultural Values.





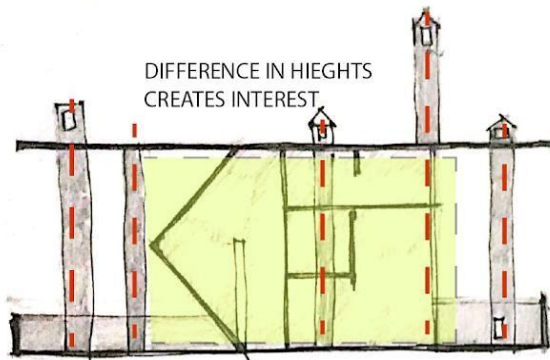
COLUMNS DEFINE MOVEMENT



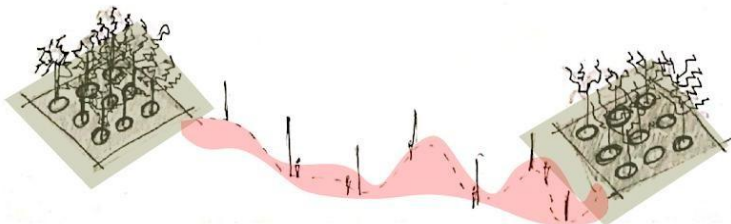
- Insertion of an architectural design in a pre-existing urban context can be defined as an urban insert and are always contextually responsive in some way or the other.

INFERENCES

- Forms and Massing Reflect and Respect the Historic Environment.
- New Interventions Respect The Historical Street Line.



MASSING AS FOCAL POINT



PUBLIC SQUARES AS LANDMARKS

CULTURAL TOURISM – PRESERVATION OF INTANGIBLE AND TANGIBLE HERITAGE

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