

Design Indaba speakers design new magazine issue

The new *Design Indaba* magazine issue was offered to advertising duo Mohit Jayal and V Sunil of W&K Delhi, key speakers at last year's [Design Indaba](#), to guest edit the 'Made in India' issue. According to the publishers, who relinquished creative and editorial control, they were 'amped' by the results.



The magazine, dubbed 'Once We Were Cool', is a nostalgic and critical look at the fine Indian traditions of yesteryear. An A to Z account of Indian life, the magazine is a cover-to-cover exposé of everything from artistry and cuisine to journalism, pop culture and housekeeping. From a wet sari shoot and a graphed decline in idealism, to the ultimate opulence of maharajas and the lesser-known Indian martial art of kalari, W+K Delhi have pushed far beyond the cliché.

With contributors including Dr Vandana Shiva, Palagummi Sainath, Bharat Sikka, Amit Chaudhuri, Manish Arora and more, this is an exclusive insider's guide to Indian creativity and culture. Many of the features reminisce about the rich cultural heritage that has been all-but-abandoned in the name of Westernisation a so-called progress. It hints at the reasons for India's ascent to world superpower and why the traditions that once made them cool is what will help make them great again.

Coinciding with the 150th anniversary of the Indian community in South Africa, the 'Made in India' edition has special relevance in South Africa and every Indian diaspora community. A celebration of culture from a design perspective, the magazine is on sale now at selected Exclusive Books, Woolworths, other stockists and online in South Africa.

It is also distributed in India through Campaign India and will be available in all key bookstores and outlets in major Indian cities from October 2010.