Aishwarya Tipnis Architects based in New Delhi, India is an architectural firm specialising in architectural and urban conservation in India. We work at the intersection design, interpretation and community engagement. We specialise in contextualising the global approach to the Indian context, and have pioneered some of the path breaking conservation projects in India. The projects range from restoration of archaeological monuments and sites, to rehabilitation and adaptive reuse of historic places to contemporary uses. The practice also emphasises on the need for research and has deep research, engagement and dissemination approach to each of the projects conducting workshops, design jams, community engagement activities centered around heritage. Adopting a cross-disciplinary approach to heritage conservation, we have pioneered two digital humanities projects for erstwhile colonial settlements of the Dutch in Chinsurah and French at Chandernagore in India, and resulting in two interactive websites showcasing the tangible and intangible heritage of the sites. We believe that heritage isn’t just about dead old buildings; it’s about the people who lived there and who live now and strive towards making the past relevant to the future through our work.

Known as the “Europe on the Ganges”, a unique ensemble of erstwhile maritime trading posts in the 18th Century belonging to the British (Barrackpore), Dutch (Chinsurah), French (Chandernagore), Danish (Serampore) and Portuguese (Bandel) about 50 km north of Calcutta (Kolkata). This is also the zone where the seeds of industrialisation were sown in India, by the setting up of the first Jute Mills which had direct links with Scotland. With the reduction in the port activity, decline in the jute industry as well as change in political dynamics, the once flourishing area has now been declining almost derelict, facing tremendous pressure for urban development. The built heritage of the area is being replaced piecemeal development which is detrimental to the significance of the cultural landscape, while the environment is threatened by pollution and degradation. Now being recognised as having the potential world heritage site, the site is threatened by insensitive tourist development and a lack of interpretation of the history of the built heritage and the intangible memories and stories of the living jute industry in the region. With no economic drivers for regeneration, what is the sustainable future for this area? Can there be a culture driven regeneration strategy for this area?

Developing an Indian paradigm towards heritage conservation and economic regeneration of derelict yet living industrial heritage cultural landscape of the Hooghly Region. Enabling cross-disciplinary collaboration for living shared cultural heritage in India through new research, workshops, archives, interactive websites, apps, games and creative opportunities.

“To make conservation a popularist movement rather than an elitist exercise by developing cross-disciplinary innovative approaches and collaborative partnerships between creative industry, heritage and environment conservation, livelihood generation and urban development”