

MÉLANGE

**Beyond Monotony –
Contrasts That Define
Iconic Brands**

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**Fires of Silence –
Unravelling the Tapestry
of Censored Narratives
Throughout History**

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Dear readers,

Welcome to the second edition of Mélange!

This magazine was a brainchild of a thousand different ideas combined into one. The limitless presentation of pitches made it quite difficult to be sustainable with the array of articles we bring to you this season. Spectrum, the chosen theme for this edition, is fundamentally synonymous with a broad range of colours. Through this edition, our aim is to explore the various ways in which colours intertwine with our daily lives. Whether it's delving into the personal significance of a specific colour, examining how a single hue can reshape societal perspectives, or narrating the stories that emerge from the diverse palette.

In essence, we aspire for the intrinsic essence of our pieces to paint your canvases with a spectrum of ideas and hues, inviting you to view the world through a vibrant and diverse lens! The impact of a colour imprinted deeply into our minds can alter the way we look at life. For the longest time, polaroid pictures with darker tones and one over-exposed side set the trend as to how pictures were to be seen. Florescent tube jackets defined luxurious fast fashion. Symmetrical 2-colour palette dining menus gave way to graphically enhanced pictures of food on Instagram with contrasting hues. Warm tones continue to dictate markets that ran on the idea of sophistication. However, trends are ever-changing.

Pantone titles 'Peach Fuzz' to be the Colour of the Year in 2024. This translates to the new dawn of cooler analogous hues. The use of this colour and everything in the range focuses on creating vibrant backgrounds that help make a subject stand out within a piece of content. The colour also stands for compassion and human touch, complementing the urgency of harmony and peace in this raging world.

A lot of colour trends can be easily understood on the FYP page of a person of media. Illustrations and graphics make it peculiarly clear where the market is headed at. Fan edits have become only better and bolder. The colours used in each give a feeling of returning home on an autumn afternoon. The use of peach and yellow tones revives the hues of old film tainted with coffee stains.

Trends in colours navigate us towards better commercialisation of our art in product. They tell us what looks better, what feels better, and more importantly, what tickles the consumer's pockets. Understanding these trends can unite a spectrum.

While we still figure the complex cycle of keeping up with changing trends, I hope you sit back and open this magazine someday, to find peace in the diversity of ideas articulated. Until then, happy reading!

Regards,
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Through Lights and Shadows

By Raj Darji

Within the stark contrasts of black, white, and shades of grey, the era of Black and White film presented a charming world in front of the audience with their beautiful use of shadows, lights and expressions to convey diverse emotions. Those monochromatic frames immortalised the essence of reality, embracing its simplicity and preserving the depth of every scene, which has resonated with multiple generations. While the artistry of monochrome persists in our collective memory, I often wonder – What if this absence of colour was not confined to celluloid screens but rather our entire reality? What if the world we inhabited existed solely in shades of grayscale?

In the present age, we live in a kaleidoscope of hues that adorn our surroundings, from the lush greens of nature to the golden hues of a sunrise. Colours act as the essential brushstrokes that paint our existence, evoke emotions, signify culture, and infuse vitality into our everyday experiences. Yet, imagine waking up to a world draped in monochrome, where the vividness of colours is nothing but a distant memory. The dearth of colours would redefine our perceptions and interactions with the world around us. Mundane tasks might acquire a different essence with the contrast of a grayscale cityscape against a white cloudy sky

where each element will attain a new significance.

The ramifications of such a world would be profound, transcending the visual realm to impact our emotions and psyche. Colours wield the power to evoke specific feelings; blue instils a sense of calmness, red arouses a feeling of passion, and yellow ignites the fondness of joy. Along with this, several scholars have been conducting studies researching how colours trigger emotions and corresponding behavioural responses within human beings. It is observed that colours stimulate certain psychological, physical, biological and metabolic reactions within humans. For example, the colour Baker-Miller Pink has helped in reducing hostile, violent and aggressive behaviour.

The loss of this vibrant colour palette could potentially lead to a subdued emotional landscape, where the loss of stimulation might alter our perceptions and interactions. However, on the flip side, it is quite possible a monochromatic world might bring its own set of unique positives. It could foster a sense of uniformity and equality, transcending the bias that sometimes accompanies the association of specific colours with certain notions or characteristics. The simplicity of grayscale might encourage a deeper focus on intrinsic

qualities rather than external appearances that can allure a false picture altogether.

Opposing yet complementary, black and white colours have a long-standing equation with symbolism. Throughout history, these shades have woven their narrative into diverse cultural tapestries. In some cultures, black signifies mourning and solemnity, a visual expression of grief and respect. Contrarily, white celebrates newer beginnings, symbolising purity, innocence and illumination, often adorned in ceremonies and celebrations. From the yin-yang philosophy of balance in Eastern cultures to the stark contrast of good versus evil in storytelling across civilisations, black and white embody dichotomies that have resonated universally.

For artists, the monochrome palette has been a muse for artistic expression because of its simplicity, serving as a canvas for boundless exploration. From the evocative brushstrokes of ink paintings to the striking minimalism of contemporary design, the non-existence of hues can lead to a rise in the world of contrast and depth. Artists like Kazimir Malevich, with his iconic paintings and Ansel Adams, with his monochromatic pictures have showcased the power of grayscale in capturing emotions, narratives, and the very essence of existence. In the confines of a Monochromatic world, the artists will heavily rely on textures and composition

to evoke emotions, creating a visceral impact that goes beyond the constraints of colour.

Today, though we stay surrounded by vivid colourful spectacles, the charismatic simplicity in black and white is simply undeniable. In a way, it harks back to a time when life was less cluttered, mirroring the nostalgia of the classic era of black-and-white movies and the comfort of simpler lifestyles. There is an undying romance in the crackling sound of old vinyl records, the elegance of vintage fashion, and the timeless essence of monochrome photographs. It whispers of a period where nuances are appreciated, and simplicity is not equated to lack of something but rather to an understated touch that speaks volumes.

In a grayscale world, the loss of colours can be a void but also an opportunity to paint the canvas with emotion, history, and cultural significance, creating an illustration that captures the truest essence of existence in its most refined form. Embracing the world of monochrome, we might find ourselves enveloped in a realm where simplicity and complexity coalesce, where history and modernity intersect, and where the limitations give birth to a universe teeming with depth and significance. It's a reminder that within the periphery of black, white, and grey lies an infinite spectrum of emotions, stories, and possibilities waiting to be explored and expressed.

BREAKING THE BLURS

By Dhruvi Bauva

A few months back, during a lunch break at my office, a colleague of mine very casually mentioned that he is, in fact, colour blind. Now mind you, this colleague works as a video editor and a designer (and does a tremendous job at it) whose work essentially depends on well, colours. So this random revelation that he thought was not a big deal, blew my brains out. How does one work so closely with something that they can not even figure out?

To feed my curiosity, I dove into the deep trenches of the internet only to find out that some of the biggest artists including Vincent Van Gogh, Picasso and Claude Monet were rumoured to be diagnosed with achromatopsia aka colour blindness. It's astonishing to even think that they possibly created some of the most iconic masterpieces in the world without being able to see it in its truest form. Colour blindness is of course quite common, in fact 1 in 12 are believed to be affected by it, changing the way they look at the world but to be able to make a career challenging this very same disability is something so inspiring.

Neil Harbisson, a renowned artist and the world's first cyborg chose to not let this "obstacle" of not being able to see colours define him and found a remarkable solution to achromatopsia with the help of technology. Harbisson has an antenna-like sensor implanted in his head that translates different wavelengths into vibrations on his skull, which he then perceives as sound, allowing him to

fulfil his destiny of being an artist despite all odds. He believes that colour adds a lot more context to life, a newer sense to his perception and makes his understanding of the world even more profound.

Andy Warhol, the first name that pops in your head when you think of the pop art movement, was diagnosed with deuteranopia where he had difficulties distinguishing between red and green, colours which he used so frequently in his pieces. Can you imagine that pieces which catch our eye from the very instant weren't as bright and vibrant to the artist itself. What I mean to say here is all of these people and several more decided that they are not going to let even a disability like colour blindness stop them from achieving their true passion, they are not going to let this define their personality in fact they completely an UNO-reverse and flipped the narrative by doing what they love despite all odds. They chose to see the beauty in the world that even we, who can see colours as they are, couldn't, proving that it's never about the technicalities if the essence behind the idea is truly simple and kind.

All the artists that continue to make this world more and more beautiful with every effort of yours, this one's for you. Nothing steals away from the pride of soaring past all the hurdles that come your way with flying colours.

Colour plays an important role in our day to day lives. Whether it is the clothes we wear, the food we taste or the products we buy, colours play an important role in the decision making. Warm colours such as red, orange, and yellow elicit feelings ranging from warmth and comfort to anger and hostility. Whereas cool colours such as green, blue or purple tend to be calming in nature. But they can also evoke feelings of sadness. It comes as no surprise that when these different shades and hues are incorporated incorrectly in our lives they induce visual distortion, confusion, and a loss of mental ease. This has unfortunately become the norm in urban spaces.

Our minds have the capability to sort through large amounts of visual data that is captured every second via our eyes. However, the brain is likely to have difficulty recognizing objects in the environment due to the multiple billboards and hoardings that have increased. The use of bright and bold colours that take up the majority of our view can also pose concerns related to eye fatigue. This problem manifests itself in the form of visual pollution.

Visual pollution refers to the aspects of a landscape that impair one's ability to enjoy a view. It includes various aspects such as billboards, construction sites, littering etc.

It is an aesthetic issue that has been exacerbated by overcrowding and excessive advertising. Various researches on the topic showcase how visual pollution can impair cognitive judgement and increase stress in individuals. One of the main components of visual pollution are the out of home advertising (OOH) which include billboards, posters and wallsapes. They can be found on buses, trains, airports and various public places.

Even signs that are meant for our assistance such as traffic signs can cause accidents due to their distracting effects. Researchers compared the number of car crashes before and after the introduction of a safety campaign in Texas. To their surprise, they found that the campaign had a negative effect. Instead of reducing the number of car crashes, it seemed to be doing the opposite of what it was supposed to do.

With the Brihanmumbai Municipal Corporation (BMC) announcing the Mumbai Beautification Project, a set of 1,700 crore projects that is essentially a massive overhaul of the city's infrastructure - a majority of which would include illumination work around the city, the over stimulation caused due to light pollution is bound to get worse.

The bright neon lights, the explosion of colours and the headache caused due to the unwanted annoyance they arouse in our minds are all generally considered minor irritants. However, there is no alleviation seen for these problems. They all tie into modern problems caused due to industrialization.

As our city governments undertake ambitious beautification projects, we should recognize the side effects they may possess and attempt to strike a balance between progress and we'll being.

By Samridhi Singh Mahar

Blinding Lights



FLORAL WHISPERS: HEAR THE UNHEARD

By Payal Navarkar

**"There is a language, little known,
Lovers claim it as their own.
Its symbols smile upon the land,
Wrought by nature's wondrous hand;
And in their silent beauty speak,
Of life and joy, to those who seek
For Love Divine and sunny hours
In the language of the flowers".**

- The Language of Flowers, London, 1875

In a world filled with constant chatter, there exists a language that speaks in the subtle hues of petals and the delicate fragrances of blossoms. The language that is silent yet loud enough to be continued to this day. As we navigate the hustle and bustle of modern life, perhaps it's time to pause and listen to the blooming whispers that nature has been sharing with us. Floriography, the language of flowers, has been an eloquent form of communication for centuries now.

While floriography was all the rage in Victorian times, the era when expressing your most profound emotions was considered a taboo, each bloom carried a specific meaning, turning a simple bouquet into a coded expression of sentiments. Roses, for instance, became the ambassadors of love, with different colours representing various aspects of affection.

Deciphering the language of flowers requires a keen eye and a poetic heart. Every bloom, from the bold sunflower to the demure violet, has a story to tell. A red tulip may declare undying love, while a yellow one conveys unrequited passion. Daisies, the epitome of innocence, can be a sweet gesture of friendship, and lavender whispers messages of devotion.

Imagine a bouquet as a symphony of emotions, each bloom contributing a note to the melody of your feelings. Whether it's a burst of energy with vibrant sunflowers or the soft elegance of lilies, the possibilities are as limitless as the colours in the spectrum. While the gentle pink whispers of admiration and gratitude, the sunny daffodil heralds the arrival of new beginnings, and the calming lavender hints at enchantment and mystery.

Flowers make wonderful presents for nearly any occasion, but they become even more meaningful if you are aware of their individual meanings. Because flowers have varied meanings in various cultures, there isn't always a common language associated with them. In addition, certain flowers have symbolic meanings associated with the smells or therapeutic qualities they possess.

Flower language isn't just reserved for grand gestures, it is much more and beyond that. It carries your voice when words fail you. The silence of these blossoms speaks louder than any letter. A single bloom can speak volumes, bridging gaps and forging connections in the simplest of moments. Whether it's a small potted plant on a desk or a carefully curated bouquet for a loved one, the language of flowers is a timeless art that continues to blossom in our lives. So, the next time you find yourself surrounded by nature's floral spectrum, take a moment to appreciate the silent poetry of flowers.

P.s- If I could, I would send each of you basil!

Beyond Monotony: Contrasts That Define Iconic Brands

By Divya Khapne

Imagine sitting in a cosy restaurant, eagerly awaiting your meal. Then, placed in front of you is a big, round plate of salad – a combination of tomatoes, cucumber, carrots, radish, and chopped lemon – along with a bowl of tomato soup. Removing taste from the equation for a minute, what would look more appealing to have first? A colourful palette or monotone soup?

The salad, right? So many vibrant colours! Especially when it is arranged right. The colour of ingredients plays a subtle yet powerful role in influencing our meal intake. For instance, rich red tomatoes in a salad not only offer a burst of flavour but also stimulate your appetite with their bold and flavourful hue.

Did you know the lighting of your surroundings or the colour of your plate also affect the amount of food you consume? Food outlets cleverly leverage this phenomenon. Fast-food chains often use warm, inviting colours like red and yellow in branding and interior design. These colours can subconsciously encourage patrons to consume more, contributing to the lively atmosphere.

Take McDonald's for instance.

Doesn't the sentence mentioned above seem to make better sense?

Let's take a short trip to what colours mean in the culinary world.



Coca-Cola

One can easily remember their logo; a vibrant red coloured "Coca-Cola" written against a white background. Not only does it grab attention but it has led to the consumers associate the colour red with coca-cola. Red signifies power and excitement.

McDonald's

This fast-food giant has created an unparalleled brand identity with its golden yellow arches positioned on a backdrop of red. The colour red is known to increase your heart rate, making you feel hungry while yellow screams happiness. This colour palette extends to their playful packaging and jolly interiors.



Starbucks

The first thing that comes to our mind when someone mentions Starbucks (other than coffee) is the colour green. Their logo was recently developed to be a white-siren lady against an all green background. Even their menu is embellished with a list of beverages in a rusty brown cursive font, further adding to the ambience.

Apple

The craze for Apple comes as no shock given their sleek devices. The brand embraces minimalism in almost all aspects including user interface. The harmonious blend of blacks and whites appeals to those with a refined sense of style. The pristine silver screens stand out perfectly from the crisp colours, thereby, giving the devices a striking appearance.



Netflix

In the realm of Netflix, contrast isn't just about the colours on screen but also the genres of content that are available. The narratives run smoothly from one episode to another. Their logo with a bright red font and pitch black background demands the viewers attention. No wonder it's the no.1 streaming giant out there!

Google

Their logo is an arrangement of red, yellow, green and blue colours. This symphony of contrasts reflects the brand's vibrancy. Each of their apps have colourful icons from the shamrock green of Google Sheets or quadricolour 'M' of Gmail.



Perceptions

A trajectory of art presented through filmmaking by Anmol Mahla.

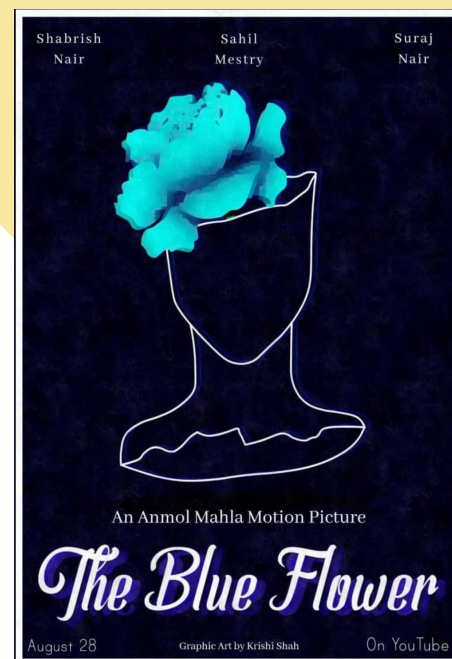
Filmmaker, writer, editor and cinematographer Anmol Mahla is the curator of Anmol Mahla Films, a production that houses a total of 23 short films and 2 feature films. The artist calls his films a product of poetry and philosophy infused in filmmaking. His latest release 'Tears of Roses' perfectly captures the essence of humankind in search of lost love and the pain that one experiences.

Head to Anmol Mahla Films on Youtube (@AnmolMahlaFilms) to watch the collection.

"Colours have always had a very special place in my narratives. I've used colours in my stories to convey various meanings and ideas, but, at the end of the day, I also feel that they don't have a meaning or purpose to them. Their beauty exists in their simplest existence. I've always

mere wondered if each eye perceived each colour in a different way and is unaware of this phenomenon as we cannot share our eyes, can we? Similarly, each film is perceived in a different way by a different person. This brings me to three of my films where I have associated colour with some meaning in my narratives but, the meaning is just the colour being there, taking a shape into the story and swiftly flowing through the tale."

- Anmol Mahla



Yellow Journalism

By Janhavi Potdar

Amir Khan's character PK in the film "PK" once conveyed, "ellow colour duree se focus maarta hai. Itna traffic ma bhi duree se najar aa jata hai." This insightful observation resonates with the principles of 'Yellow Journalism,' a term known to every media student. To recap, it's a journalistic style prioritising sensationalism over facts, deriving its name from the attention-grabbing yellow hues of The Daily Prophet—a visual representation of flashy yet potentially hollow reporting.

Despite discussions often framing yellow journalism as a relic of the past, its spirit thrives in modern media, exemplified by the tumultuous case of Meghan Markle, the Duchess of Sussex.

In the media's courtship with Meghan Markle, a wild ride reminiscent of a juicy tabloid spread unfolds. Headlines take centre stage with their theatrics, bending and stretching the truth to leave readers hooked. Markle's private life is laid bare, transformed into sensational sagas of family feuds and personal dilemmas. The coverage, at times, feels like a gossip-fueled soap opera, fixating on royal clashes, amping up the drama, and occasionally forgetting the importance of credible sources. The media, in their quest for scandal, doesn't shy away from biased narratives and racially charged commentaries, mirroring the dubious tactics associated with yellow journalism.

Now, let's explore how this relentless media blitz has left Meghan Markle reeling. The paparazzi's unrelenting pursuit into her private affairs, cherry-picking incidents to concoct spicy narratives, has turned her life into an unforgiving reality show. The toll on her mental well-being is undeniable, as the media circus subjects her to an unending cycle of stress and scrutiny. Markle, just like the characters in a riveting soap opera, grapples with the challenges of navigating her royal role while the media magnifies every twist and turn.

This scandalous saga surrounding Meghan Markle isn't just about her—it's a revealing snapshot of the broader media landscape. As media students, they can't ignore the allure of sensationalism and the impact it has on real lives. It's a call to arms for ethical journalism, urging a resistance to the temptation of sensational headlines in favour of truthful reporting. By dissecting media narratives with a discerning eye, they become the arbiters of a media culture that informs rather than distorts, championing substantive reporting over the superficial allure of scandal.

In the grand spectacle of media coverage, let's remember that responsible journalism isn't about creating tabloid fodder; it's about truth, integrity, and respecting the individuals caught in the media storm. As they navigate the gossipy realms of their chosen field, they can be the torchbearers of ethical reporting, steering clear of the pitfalls of yellow journalism that persist in making real-life dramas more dramatic than they need to be.



The Rainbow Flag

A Symbol of LGBTQIA+ Unity, Diversity, and Pride

By Anushka Chavan

The LGBTQIA+ pride flag, commonly referred to as the rainbow flag, is a representation of the LGBTQIA+ community and its social movements. The flag flutters high at LGBTQIA+ events across the globe and has come to represent hope and pride for the community. Other variations of the flag have been inspired by causes or groups within the community, such as the fight against the AIDS epidemic, and the inclusion of LGBTQIA+ people of colour, and transgender people. June is widely observed as 'LGBTQIA+ Pride Month' in remembrance of the June 1969 Stonewall riots in New York City.

It all started in 1978 when drag queen and openly gay artist Gilbert Baker created the first rainbow flag. Harvey Milk, one of the first openly gay elected officials in the United States, reportedly pushed Baker to design a gay community symbol. Baker saw flags as the most potent symbol of pride, so he chose to make that symbol a flag.

As he later said in an interview, "Our job as gay people was to come out, to be visible, to live in the truth, as I say, to get out of the lie. A flag fits that mission because that's a way of proclaiming your visibility or saying, 'This is who I am!'. Eight colours were chosen by Baker for the stripes because he believed that the rainbow was a natural flag from the sky. These colours are hot pink, red, orange, yellow, green, turquoise, indigo, and violet. The original hot pink colour was removed from the pride flag because the fabric was difficult to find.

A second, simpler flag version was created later, using just six colours. The initial rainbow's hues—red, orange, yellow, green, indigo, and violet—were retained. Before the redesign, this flag was the foundation for several decades.

Each colour of the pride flag has a distinct meaning and stands for a significant LGBTQIA+ community value. They represent a different aspect of life, healing, and spirituality. Over that time, various variations were developed. For instance, specific pride flags were also made, including

those for transgender, bisexual, and pansexual people.

One of the LGBTQIA+ community's symbols is the pride flag. It serves as a visible reminder of the hardships and oppression that members of the

community have experienced and still experience, but it also represents hope.

To let others know that they have a safe place to enter, people have flown the flag outside their residences or places of business.

The pride flag's widespread use enables LGBTQIA+ people to connect and experience inclusion no matter where they are. The rainbow colours are intended to convey that you are safe, included, and welcomed as a member of the LGBTQIA+ community, regardless of where you are or how you identify.

Life; Blood; Passion
Healing; Joy
Sunlight; Original ideas.
Growth; Prosperity
Peace; Serenity
Spirit; Royalty.

Empowering Shades

The Red Elegance of Indian Women

By Anushka Chavan

Indian culture and customs are vibrant explosions of colour that incorporate nearly every hue. However, red continues to be the primary emblem of strength, spirituality, dedication, and protection. It is a colour that has not faded with the trials of time and stands alone as the most powerful.

Hindu customs and beliefs have always placed a strong emphasis on the colour red, with the life of an Indian woman being one of the most notable examples.

A girl's transition into her role as a married woman is symbolically represented by the nearly red henna on her hands and the pinch of red powder sindoor on her head.

Red has always been considered an auspicious colour; it was first worn by Indian hermits and monks in the third millennium B.C., but brides didn't wear it until the early 16th century during the Mughal era. In Hindu culture, the colour red is also connected to the rising sun.

It represents a woman's commitment, love, and sacrifice for her spouse and is seen as a symbol of the strength and purity of the feminine in Hinduism. The significance of red on Karwa Chauth is further reinforced by its frequent association with Goddess Parvati, the embodiment of marital harmony and devotion.

"Every woman we speak to has their own take on why red is significant to them because it is such a rich and meaningful symbol," says Ritika, co-founder of the fashion brand, Sani. "In our culture, it means new beginnings, passion, and prosperity. Red also represents the Hindu goddess Durga, who symbolizes new beginnings and feminine power."

In Hinduism, sixteen adornments, or solah shringar, are regarded as being very significant. It includes lipsticks, bindis, anklets, bangles, henna, kajal, and many other items. If one examines the kit closely, it will be clear that everything in it is red, from the lipstick to the bindi.

Menstruation is also linked to red, and historically, this was considered lucky rather than repulsive. Red was regarded as the colour of blood in all ancient cultures. Since blood is a symbol for life, red represents our life, soul, emotions, and commitments. In addition, the colour red is associated with



Goddesses Durga, who vanquishes evil and bestows wealth. Thus, women perform "solah shringar" to bring prosperity and happiness into their homes. It can be seen that the idols of Goddesses are decorated with red coloured shining clothes because it is believed that the red colour is dearer to the Goddesses.

Sri, the Compassion and Blessings of God, is described in the Vedas as having the redness of gold when it is forged in fire, according to the KulArnav Tantram. Sri represents all that is good. Red again indicates that she is there.

Red, a powerful hue, symbolizes empowerment for Indian women. It's not just a colour they wear daily; it's an integral part of their identity. With admiration and grace, women across the country embrace and beautifully adorn themselves in vibrant shades of red. In every aspect of their lives, the spirit of empowerment in the form of this colour persists. It is a symbol of strength, tradition, and the enduring beauty of Indian women.



HM

Dive into the mesmerising fusion of red and blue. The snowfall blankets the scene as the clash of titans unfolds against a backdrop of snowcapped mountains. Which side will emerge victorious in this clash?

Designed by Hatim Motiwala
@hatim_gfx on instagram

"Into the dense forest,
where the colourful gaze
of leopards, deer and
the snake illuminates the
secrets of the jungle."



HM

Designed by Hatim Motiwala
@hatim_gfx on instagram

Shades Through Time: Tale of Hair Colouring

By Yashvi Jain

Don't count but the hair strands on your head plausibly don't even surpass the existence of dying it! Toning out hair, dyeing, highlighting, glossing, or balayaging hair can be a trifling task. However, the colours laced on every strand is a true definition of beauty that has a history rooted down since the era of 1500 BC. From the coasts of the Egyptian shores to the reigns of the Roman Empire, the art of hair dyeing has been passed down several generations. The history of colour in your locks never spoke of itself, but we shall try to reflect on some here in this article.

Ancient Egyptians were the first to invent and use hair dyes. Among the earliest known hair colourants were henna and indigo which were used to cover grey hair. Henna, extracted from the leaves of the henna plant, offered a reddish-brown hue when applied to hair. Indigo, derived from the indigo plant, provided a deep blue shade.

Years later, Romans and the Greek tried their hands on creating black dye out of extracts from plants. Over the years, these civilizations dug their path towards exploring different colour options.

Why Was it Being Used Back Then?

The reasons for inventing hair dyes differed. This might look like it came out of nowhere but hair dye was used to highlight the societal and cultural differences among people. For instance, in the Roman Empire, prostitutes were mandated to have blonder hair. Some wore wigs or experimented with burnt leaves to get the hue. Some other civilizations used hair colour on the battlefield as a means to show their rank and frighten the enemy.

The Story of Acceptance

People with red hair, as known for years, had faced constant discrimination and the lack of acceptance. The complex chemistry of the hair colour united with suspicions of the crowd and murmurs in every corner. They were associated with the idea of witchcraft until the air started to blow in the opposite direction when the British Crown lay on Queen Elizabeth I – a 'red-head'. Suspicions fell to null and red hair became a statement ever since.

The Story of Evolution

Great blunders have given rise to the most epic stories in history. This came out so true when William Henry Perkin, an English chemist, aimed to invent a medicine to cure malaria. Instead, he ended up

inventing a synthesised dye in 1863. A miracle! The colour came out so beautifully that it was named Mauveine for its mauve hue. Inspired by it, chemistry professor August Wilhelm von Hoffman enhanced Perkin's discovery, creating para-phenylenediamine (PPD), a base for many permanent hair colours today.

In 1907, French chemist Eugene Schueller took PPD and created the first hair colour for commercial purposes, dubbing the new product 'Aureole', which soon became known as L'Oréal – the company that Schueller founded. As formulas kept advancing, hues started making an impression on the minds and heads of the people by the mid-1900s.

A Story of Making Present

The stability and stapleness of hair dye in the hair industry is all about the contributions added on its way. The L'Oréal slogan "Because you're worth it" induced acceptance among youth to openly use hair colours.

How could the impact of cinema be ignored? When celebrities started approving hair-colour looks, acceptance rose to a major high. One started spotting the change in celebrities with lively colours like dark brown, brunette, gold-toned, light brown among many.

The tale of hair dye has been quite a ride. From ancient henna mixes to today's high-tech chemical concoctions, it's been a colourful journey through time. Looking ahead, the story of hair colouring is bound to get even more self inducing.

We're trying to give those chemicals a run for their money, but ditching them completely? That's a tough nut to crack! Still, the future promises hair-raising innovations, and who knows, maybe we'll find the perfect blend of style and sustainability!



By Raj Darji

Often said and believed by many that the city of Mumbai never sleeps, and in my eyes, it is the local train that keeps it alive and kicking through the sombre days and dreamy nights. It boards millions of people every day and takes them closer to their destination. These little and long journeys have quietly brought so many people together from different parts of society and filled the coaches with a myriad of colours, one of them being mine as well.

In my regular commute to the college from Bhayandar to Churchgate, I have spent a fair share of time travelling in these trains, experiencing a variety of emotions and becoming a part of innumerable human stories. It has helped to widen my understanding of different humans and inculcate their viewpoints in forming my perspective on various things. From restlessness to excitement, fear to strength, conflict to camaraderie, I have come across a little bit of everything happening around me, which has made me question, conspire, deliberate and harbour memories.

I vividly remember this incident when I was standing on the main stairs of the railway station in front of the indicator to stay updated with any changes in time or cancellations of trains, which frequently occur during the afternoon period. That day, I was slightly more nervous as I had my Psychology 12th board exam paper. Over the crowded staircase where people were in a hurry to go from one platform to another, a young kid was trying his best to sell a few colouring books. Unfortunately, nobody was buying the book from him.

Later, a father and son walked up the stairs, and the little kid approached them. The father stood there confused, listening patiently to his son, who was really fascinated by the book and the other kid, who genuinely wanted to sell it in order to have his afternoon lunch. After a slight discussion and request from both the kids, the father happily agreed to buy the book. He gave the kid a ten rupee note from his tearing and relatively empty wallet. As they both walked ahead in opposite directions, each of them had a smile of either accomplishing something or being able to fulfil something. Soon, I left the place to catch my train.

On my way to college, I could only think of this moment. It made me debate the popular running notion of a majority being slightly more inclined toward agreeing to the loss of humanity and empathy in spheres of human existence. The rising sense of individuality has led people to think about the self before the community, breaking the generational Indian philosophy, which strongly believes in catering first to the world and then to oneself. However, there have been several similar instances that took place in front of me where I have felt compelled to question and reassess this idea.

A few months ago, I was returning home during the peak rush hours at night, and the train was pretty crowded. I was standing in line a little away from the gate as I had to step out at the next station. There was a man ahead of me constantly staring towards the advertisement placed above the gate. It was regarding a new real estate venture where one could book an apartment to their name by depositing a small fraction of the total sum. The man pulled out his old phone, which had a broken screen and tried to click a picture of the advertisement.

Due to the large crowd, he was not able to get the perfect click. So, a few people beside him took the phone and helped him get the picture. One of them cheerfully said: "Ajj photo liya hai, kal ghar ho jayega!". Everyone standing over there, looking tired and irritated at the end of the day, eventually welcomed a smile on their face. For a city like Mumbai, it is a silent dream of every middle-class family to have their own house, which they can together turn into a home.

These anecdotes, witnessed amidst the chaos and rush of everyday life, echo the vibrant spectrum of human lives. Under the wide blue sky, each day, these trains transform into white canvases upon which countless humans paint their stories, merging various hues of hope, compassion, and resilience. As I ponder over the numerous faces and narratives encountered during my travels, it acts as a gentle reminder that within the concrete jungle of urban survival resides several warm colours of empathy and solidarity. The local train is truly a lifeline coursing through Mumbai's veins that not only carries commuters but also serves as a vivid portrait illustrating the joy and beauty of human connection.

Colours on a Plate: How They Affect Your Appetite

By Samriddhi Mehta

Imagine sitting in a cosy restaurant, eagerly awaiting your meal. Then, placed in front of you is a big, round plate of salad – a combination of tomatoes, cucumber, carrots, radish, and chopped lemon – along with a bowl of tomato soup. Removing taste from the equation for a minute, what would look more appealing to have first? A colourful palette or monotone soup?

The salad, right? So many vibrant colours! Especially when it is arranged right. The colour of ingredients plays a subtle yet powerful role in influencing our meal intake. For instance, rich red tomatoes in a salad not only offer a burst of flavour but also stimulate your appetite with their bold and flavourful hue.

Did you know the lighting of your surroundings or the colour of your plate also affect the amount of food you consume? Food outlets cleverly leverage this phenomenon. Fast-food chains often use warm, inviting colours like red and yellow in branding and interior design. These colours can subconsciously encourage patrons to consume more, contributing to the lively atmosphere.

Let's take a short trip to what colours mean in the culinary world.

Red: While it signifies passion, boldness, and warmth as a colour, red can stimulate appetite and convey a sense of richness in the culinary sense. For example, ripe tomatoes or strawberries.

A study at the University of Basel reveals similar findings. The colour red, for instance, has been linked to increased food consumption, as observed when snacks were presented on red plates.

Yellow and Orange: Exuding warmth, happiness, and ener-

gy, these colours suggest freshness and vibrancy, like those carrots in salads or bell peppers in your favourite pasta.

Green: One of the first things coming to your mind when you think of this colour is nature. With its special bond with the ground, the rich greens of fresh vegetables create a sense of health and freshness, making you feel good about what you're about to eat.

Brown: Coffee beans. Chocolates. Whole Grains. Brown, with its earthiness, creates a sense of warmth and comfort.

White: A symbol of simplicity, the colour imparts a clean and neutral appearance. It also easily mixes well with other colours. For example, saute vegetables added to white rice.

Blue and Purple: Selectively available, these colours can be associated with luxury and uniqueness. Blueberries and purple cabbage can be taken as examples.

Next time you order a dish with these colours, try noting your eating behaviour. Likely, a plate dominated by calming blues and purples might subconsciously slow down your eating pace, allowing you to savour each bite with sophistication.

Culinary professionals often use colour strategically to enhance the overall dining experience. Understanding the psychological and cultural associations of food colours allows chefs and food businesses to craft more than delicious meals – immersive dining experiences that engage both the eyes and the taste buds.

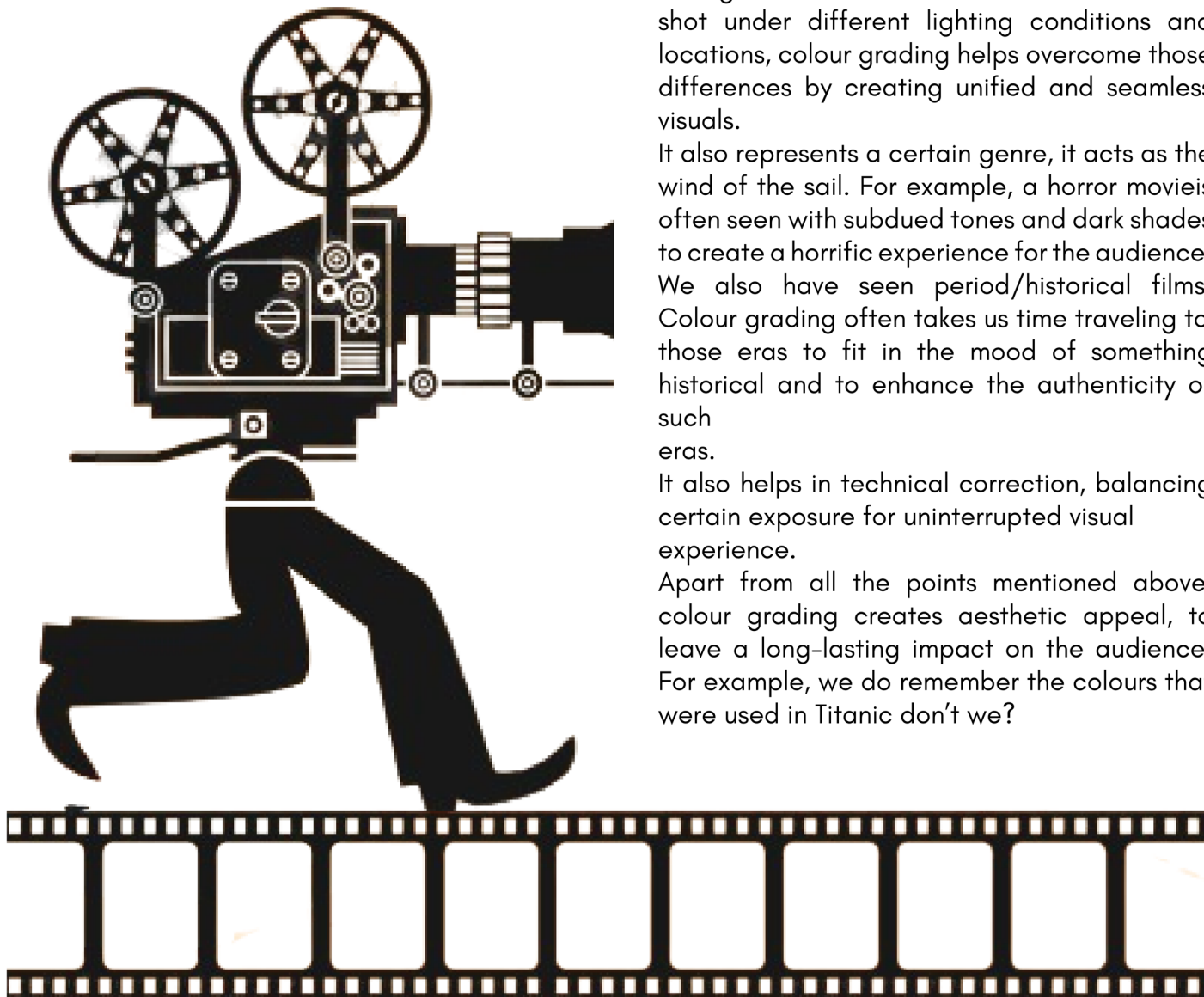
Moving on from what's on the plate, it's time to return to the environment. Earlier, we saw the example of McDonald's effectively using lighting. However, what if your surroundings were dimly lit? The co-author of a study published in the Journal of Marketing Research, Brian Wansink, says, "You actually end up eating slower, eating less and enjoying the food more." You may also find it interesting that the same study reveals that diners tend to order more calorie-laden meals in dim light compared to brighter lights. The reason is related to how ordering in bright light makes people feel more health conscious.

So next time you order food or go out to eat, look around to see what they are doing to keep you eating or returning.



Spectrum in Films

By Saloni Sinha



Have you ever wondered how colours play a role in a movie? Or is it important to work on the colours of the movie? Why do filmmakers pay attention to so many details such as colour grading?

Colour grading plays a dynamic role in filmmaking. Colours play an important role in changing the mood of the audience. Different colour palettes ignite different emotions and contribute to the story's narrative and thematic elements, such as orange, and yellow for warmth, and blue greens for tranquillity or melancholy. Filmmakers also use the theory of colour grading to guide the audience's perspective on the story. Colour changes can notify changes in time, location, and often narrative focus.

Colour grading also ensures visual consistency throughout the film. It is often that a film is shot under different lighting conditions and locations, colour grading helps overcome those differences by creating unified and seamless visuals.

It also represents a certain genre, it acts as the wind of the sail. For example, a horror movie is often seen with subdued tones and dark shades to create a horrific experience for the audience. We also have seen period/historical films. Colour grading often takes us time traveling to those eras to fit in the mood of something historical and to enhance the authenticity of such eras.

It also helps in technical correction, balancing certain exposure for uninterrupted visual experience.

Apart from all the points mentioned above, colour grading creates aesthetic appeal, to leave a long-lasting impact on the audience. For example, we do remember the colours that were used in Titanic don't we?

Some examples of the movies defined by their colour grading at times are- **The Grand Budapest Hotel (2014)** directed by Wes Anderson is praised for its distinctive colour palette. They have used pastel colours which contribute to a quirky atmosphere.

La La Land (2016) directed by Damien Chazelle, is a musical romance that is praised for its dreamy and nostalgic colours, which play a very crucial role in making the film look magically romantic.

Moonlight (2016) directed by Barry Jenkins. The coming of an age drama as already evident by the name of the film, is celebrated for its subtle colour grading. The film has three different chapters that are visually represented through colours

The Shape of Water (2017) directed by Guillermo del Toro is a fantasy romantic film accentuated by a rich and atmospheric colour palette. The teal and green tones add to the film's underwater sequences, enhancing the magical realism.

Her (2013) directed by Spike Jonze, this romantic science fiction has calm and warm-colored subdued tones complimenting the film's themes of intimacy and relationships

The Matrix (1999) directed by the Wachowskis, this science fiction is an amalgamation of greenish tint in the real world, and blue tint in the Matrix is an absolutely distinct visual style.

Interstellar (2014) directed by Christopher Nolan. The Earth scenes are green and yellow, meanwhile space scenes have saturated colour palettes, to create a shift in emotion between two different worlds, totally a treat to the eyes of the viewers. Therefore, we saw how colour grading is a very crucial phenomenon in filmmaking.

Colours make our lives and likewise the characters' lives beautiful. We often have seen filmmakers playing and experimenting with colours which contribute to the overall temperament of the film. These colours often have a long-lasting impression on the mind of the audience even when they are no longer watching the film.



GREY PALETTE

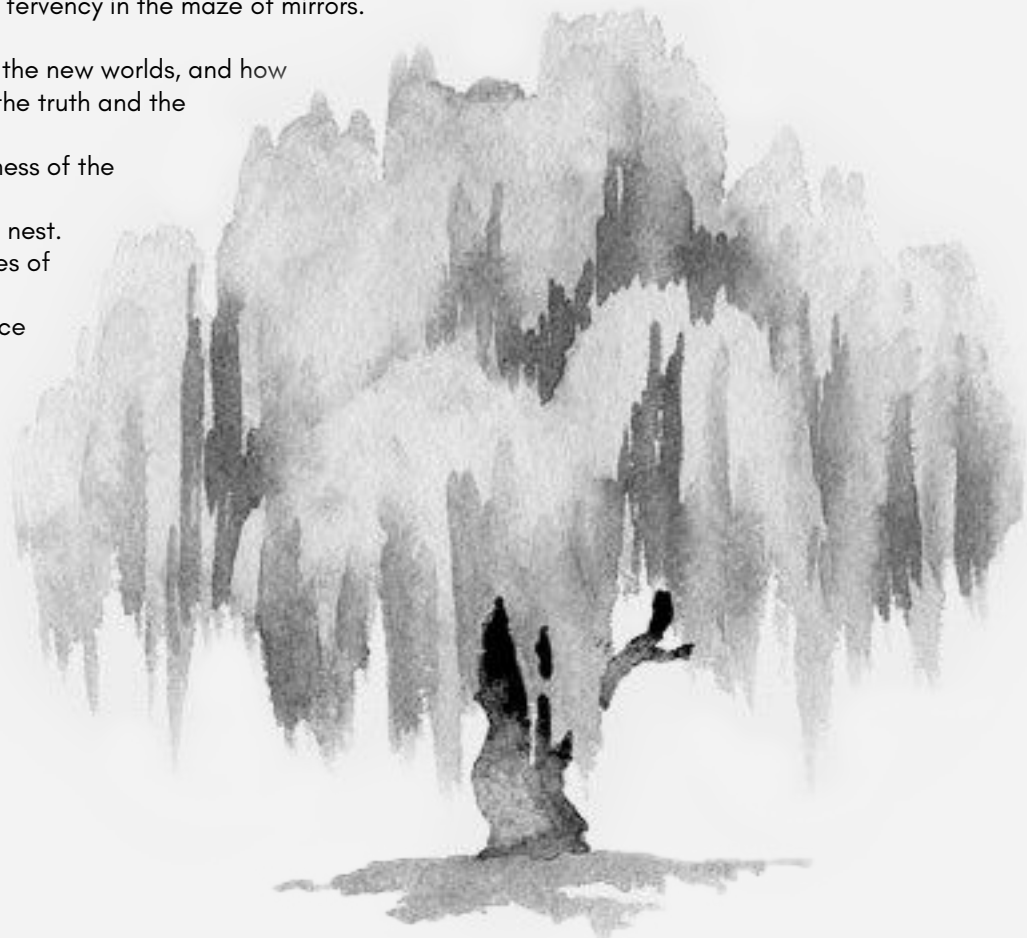
By Payal Navarkar

On a blank canvas, my strange palette unfolds.
It was all bright and yellow like no other clear sky.
Coming to me, like the first spring bloom after many rains and glooms.
Silence was our language spoken,
But, oh dear lord, the eyes, that deep brown haze, was the whole oxford.
Hour so had enough blues, still roses chose to be my favorite of all hues.

His passion, a fiery crimson in night,
Ignite flames that were as scary as dark jungles with an unknown light.
A love so intense, like a flame untamed,
Yet destined, alas, to be unnamed.
Violets chose to be my Roman empire,
Fought back all the blues, to bring me home and sane.

In the tapestry of desire, where they wove
A tale not heard both fierce and clove.
But he, the cruel weaver of this mazuze,
Unravelling the threads with silent severity and daze.
No silver lining on the clouds above, no roads to be taken,
Just the echoes whispering of fervency in the maze of mirrors.

Austen takes me no longer to the new worlds, and how
All I find is Shakespeare saw the truth and the cruel.
No rhyme to soften the bitterness of the symphony,
No verses to mend the broken nest.
A canvas painted in the shades of pain,
Once blank, now a masterpiece in vain.
The violets, once vibrant are now laid to rest,
In the graveyard of dreams and a bitter jest.



COLOURS OF REMEMBRANCE

By Anushka Chavan

In the canvas of the sky so wide,
Thoughts of you gently abide.
With hues of red and pink,
Painting memories of us.

Beautiful shades of pink roses,
mirror your favourite dress.
In every corner, your presence gleams,
It's an unforgettable memory given by you.

The day I left our nest,
Your put red kumkum on my forehead,
A piece of your heart,
You bestowed on me that day.
Teaching courage and sacrifice,
You paved my way in your own way.

Your pink-tinted fingertips, I've got them too,
In the cruel winter's cold.
When I search for your traces in my hand,
I feel your warmth.

A bindi, red like the setting sun,
I wear it, feeling you as one.
A realization that I'm a mirror of you,
In every single way.

I see you in this beautiful spectrum,
How gracefully you wore those colours so true to you?
Then the moment's pause, with a longing sigh,

Oh, how much I miss you, Aai.



Fires of Silence

Unravelling the Tapestry of Censored Narratives Throughout History

By Janhavi Potdar

infamous burning of the Library of Alexandria by Caliph Omar. Echoing a theological justification, Omar declared, "If these writings of the Greeks agree with the Book of God, they are useless and need not be preserved; if they disagree, they are pernicious and ought to be destroyed." The destruction of all 200,000 volumes, providing fuel for six months to warm the city's baths, stands as a stark testament to the power of ideology over knowledge.

The turning point arrived with Johannes Gutenberg's invention of the printing press in 1440. This revolutionary tool not only flooded the world with books but also ushered in a surge of knowledge. Rebecca Knuth observes that, in response, authoritarian regimes sought to roll back the effects of the printing press. The motives behind book burning evolved as knowledge became a potent force during the Enlightenment era, no longer confined to the exclusive control of the elite.

Soon after the printing press's advent, the powerful Roman Catholic Church devised the Index Librorum Prohibitorum in the mid-16th century—a list of prohibited books deemed heretical. For over four centuries, it served as a formidable censorship tool, imposing harsh punishments for heresy and shaping the intellectual boundaries of Roman Catholics.

In the 20th century, book burnings bore the common thread of perpetrators perceiving themselves as victims. Adolf Hitler and the Nazis famously staged book burnings, framing themselves as victims of Jews. Similarly, Mao Zedong's Cultural Revolution obliterated

any books conflicting with party propaganda. The Jaffna Public Library in Sri Lanka fell prey to Sinhalese Buddhists, reflecting a perceived threat to their Buddhist beliefs by the Hinduism of Tamils.

In essence, the suppression of books is often driven by the fear of ideas that challenge the established order. And even though the tapestry of history is filled with such global instances, there emerges a consistent narrative of resistance. The struggle against book bannings and burnings is not merely a tale of oppression; it is a saga of resilience, where individuals and communities defy attempts to extinguish the flames of intellectual freedom.

From ancient scholars who dared to challenge autocratic rulers to modern activists advocating for open dialogue, the spirit of resistance persists. The red threads, stained with the struggles of the past, are woven with the unwavering determination to protect the right to knowledge. In every act of defiance, from saving endangered manuscripts to championing the freedom to read, the embers of resistance glow brightly, reminding us that the battle against censorship is an enduring quest for the preservation of diverse voices and ideas.

In the vast tapestry of human history, the colour red emerges as a symbolic thread, weaving through the intricate narrative of the suppression of ideas. From ancient times to the modern era, the fiery hue resonates with the passionate struggles against the banning and burning of books. This article unravels the historical fabric stained with the crimson echoes of censorship, exploring pivotal moments that have shaped our intellectual landscape.

As early as 259-210 B.C., the Chinese emperor Shih Huang Ti wielded the brush of oppression by burying alive 460 Confucian scholars. In a blaze that mirrored his tyranny, he burned all books in his kingdom in 212 B.C., eradicating historical records and paving the way for his version of history. Historian Lois Mai Chan notes that his objective was not merely to extinguish opposing schools of thought but to subject them to governmental control. Poetry, philosophy, and history bore the brunt, ensuring that the emperor remained unchallenged by the virtues of past rulers, and the history genre suffered immeasurable losses.

In 640 A.D., a different chapter unfolded with the



The Forgotten Story

By Sahil Asarpota

A visual presentation of a state of mind that often or less is unseen, left alone forgotten.

"In this vast world of imagination and reality, I have gotten too many ideas in my own mind that run "WILD". This art of mine is a subset of my actual journey into visualising my ideas and the creativity that I want everyone to see and feel.

The mindset and vision I desperately want to show is slowly coming true everyday even if it's a slow process but things do take time even if it's not consistent.

So far I have learned that despite the urge to make things perfect, it doesn't need to be that way and the effort put into your own work is good enough. Somewhere along the line it makes you special and different from everyone else."

- Sahil Asarpota



