



Bengaluru-based architectural journalist Apurva Bose Dutta graduated in Architecture from Chandigarh College of Architecture in 2005, and went on to do a diploma in Freelance Journalism from UK. Having worked previously with Architecture+Design and Indian Architect & Builder, she presently collaborates with a number of publishing houses and organisations to write and talk about Architecture, nationally and internationally. She is the first recipient of

the 'A3F Award in Architectural Journalism' and the youngest awardee for 'Creative Excellence in Architectural Journalism'. With writing as an undying passion in her life, Apurva is working towards increasing the visibility of a much needed architectural initiative in the Indian context through her various initiatives throughout the country.

A couple of months back when the JIIA Publication Board invited me to spearhead an issue of theirs as the Guest editor on a theme of my choice - I chose a subject closest to my heart - of Architectural Journalism. For many years I was hoping of seeing this budding subject get a dedicated space in an architectural magazine in India, that would not only highlight its various aspects but also encourage the small definitive strides it was taking in the country. It thus gives me immense pleasure and a certain 'high' to present the very first ever issue on Architectural Journalism in India. It in many ways is one of my biggest and humblest tribute to the subject.

Architectural Journalism - the name lights up a spark within me - there is a strong chord with a lot of emotions held tight. These are unique emotions shared between the mystery surrounding a new subject and between the one pursuing it without much guidance or role models to emulate - in the course discovering a lot more about what the subject entails, what it needs to be projected as and what it should deliver. A subject which has awakened a lot of curiosities, one that is much needed in the country, one that has caught the interests of many students/professionals, and one that's been groping in the dark and somehow wanting to witness the light of the day.

The coming together of all the architects, faculty and students in this issue validates the growing relevance of Architectural Journalism in today's context and brings together a collective hope to see it gain a robust footing in the Indian Architecture space. To imagine all that Architectural Journalism can entail when pursued in the right direction is a huge topic in itself. It can in many ways guide and help Indian Architecture identify its distinctive identity and help evolve a better built environment.

What has to be promptly initiated are plans to enable the subject to steer clear of mere jargon or flowery language, and focus on intent and delve deeper and bring out facts

and references that remain camouflaged due to diverse reasons. Architecture Schools as well as professional bodies need to create a defined charter and take some major defining steps in promoting this subject. This issue is a small but firm step which I hope will pave way for a bigger realization of the full potential of the subject.

So, let us unveil Architectural Journalism - discover its intricacies, unravel the mystery behind it and pledge to acknowledge and further develop it as one of the strongest offshoots of Architecture. Reading through the diverse opinions about the subject is definitely going to be stimulating and is going to throw open room for more deliberations. There is also a mention of a society of architectural journalists in this issue, a concept and framework which I strongly believe in and am looking forward to its formation to propel this area of keen interest.

Let's read this issue, comprehend and assimilate its potential and share it with every architect, every architectural college, every architectural student and every commoner who is related to architecture in anyway, whether through the profession or society.

While it has been a laborious task of brain storming so as to identify and articulate some of the key areas from a wide list in this single issue across sections, I have to admit that the entire effort has been shrouded behind the smile, as I see this completed issue. The happiness is immense; though I must add here, that the huge potential of the subject is waiting to come forth in another issue too!

A big thank you to all the architects, the faculty and the students who have come on board and helped me give this issue its genesis - I appreciate the respect you have shown for the profession. A special acknowledgement is reserved for Architect Surinder Bahga and the JIIA Publication board for giving me this opportunity to deliberate on a subject which I believe, post this issue will not have to face the aforesaid challenges. As the in-house journal of IIA, I am sure most of architects all over India will be reading this - Let's all acknowledge and adopt, and honour and shower respect over the profession of Architectural Journalism as it sets out to enhance the profession of Architecture!

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