



ARTY BANKING

Dr. Art+Design, brainchild of Mitali Bajaj, gives India its first Art Bank in Mumbai.

The true art of banking lies not in its products, money or assets; but rather in its people, service and its commitment towards the art of banking.

With global concentration of the banking industry on customer satisfaction, Indian banks, too, are looking at various ways in taking their customer relations to a different level. In one such effort of a Nouveau banking experience, Dr. Art+Design has created the world's first Art Bank with ING Vysya in Mumbai. This is a demonstration by the studio of creating interactive spaces in otherwise mundane environments and routines.

The art and sculptures created for ING reflect the philosophy and culture of banking. They intend to engage the customers by creating a narrative as they walk in and around the bank. Each artwork leads to another – weaving a story along the way.

Personifying ING Vysya's logo, lion sculptures at the entrance represent a royal gatekeeper and a trustworthy guardian of the customer's wealth. The Indian coinage is perhaps the most fascinating and diverse as compared to most other regions of the world (we may be biased!). Apart from its own indigenous design which has

evolved over time, Indian coins show a lot of foreign influence. The installation of historical Indian coins weaves a texture of legends of various empires that ruled India since the Indus Valley Civilization, through medieval to Mughal periods. Each symbol cast on the coins is an evidence of socio-political, cultural and administrative aspects of these empires. Intricately carved coins are displayed in museum style to give a glimpse of our history beyond the entrance.

Positioned centrally in the bank, the barter column shows history of barter system before the invention of electronic money as we see it today. The artwork narrates the story as a doodle with figurines and text. Burnt beige with rustic textures blends with the space making it yet another feature of the existing wall area.

Dr. Art+Design, brainchild of Mitali Bajaj, is the aesthetic design management studio conceived as a co-creative lab collaborating with innovative artistic talent on the premise that art is to be enjoyed by everyone. Blurring divisions between life, motion, art form, design and sculpture the talented team from the allied fields of arts conceptualize, manufacture and install engrossing and interactive public art works.

