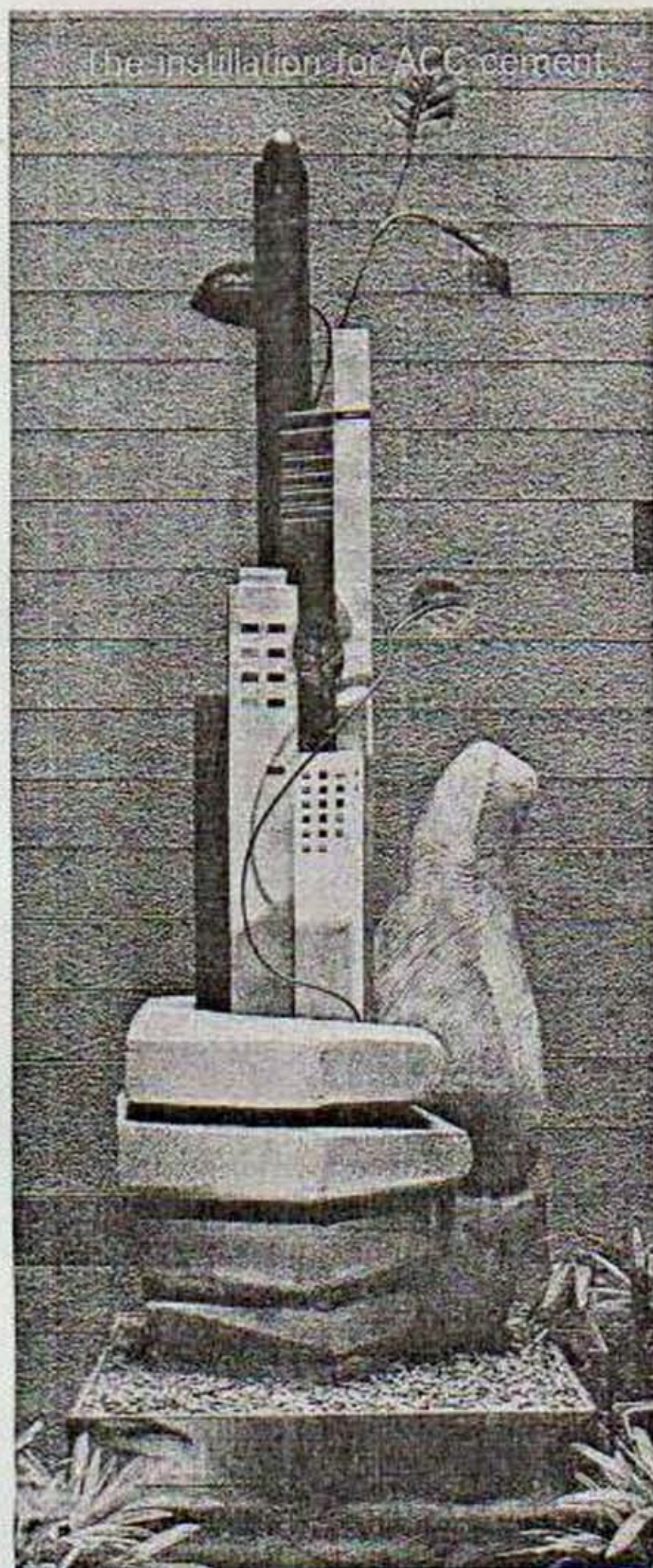


Spot Light



Bajaj, Head at Dr. Art + Design, says "Art is aesthetically appealing in its expression, it is very thought driven, while design keeps the end user in mind and its communication. What we do at D.A.D. is fuse the two creative fields, art and design." Combining the aesthetics and expression of art where medium is message along with the impact

driven, user friendly, message is medium of design; D.A.D creates products with the end user in mind.

With a design quotient of murals, sculptures, paintings, furniture, and installations; D.A.D apply these to restaurants/hotels, retail/residential spaces, townships, branding and communication. D.A.D integrates not only art and design, but also contemporary aesthetics that suit global tastes without alienating traditional roots.

Exemplifying their design philosophy is Le Sutra, India's first Art Hotel. Recently Le Sutra was accorded India's Most Unique Hotel Award, by IHEA (Indian Hospitality Excellence Awards) who felicitate the best from India's

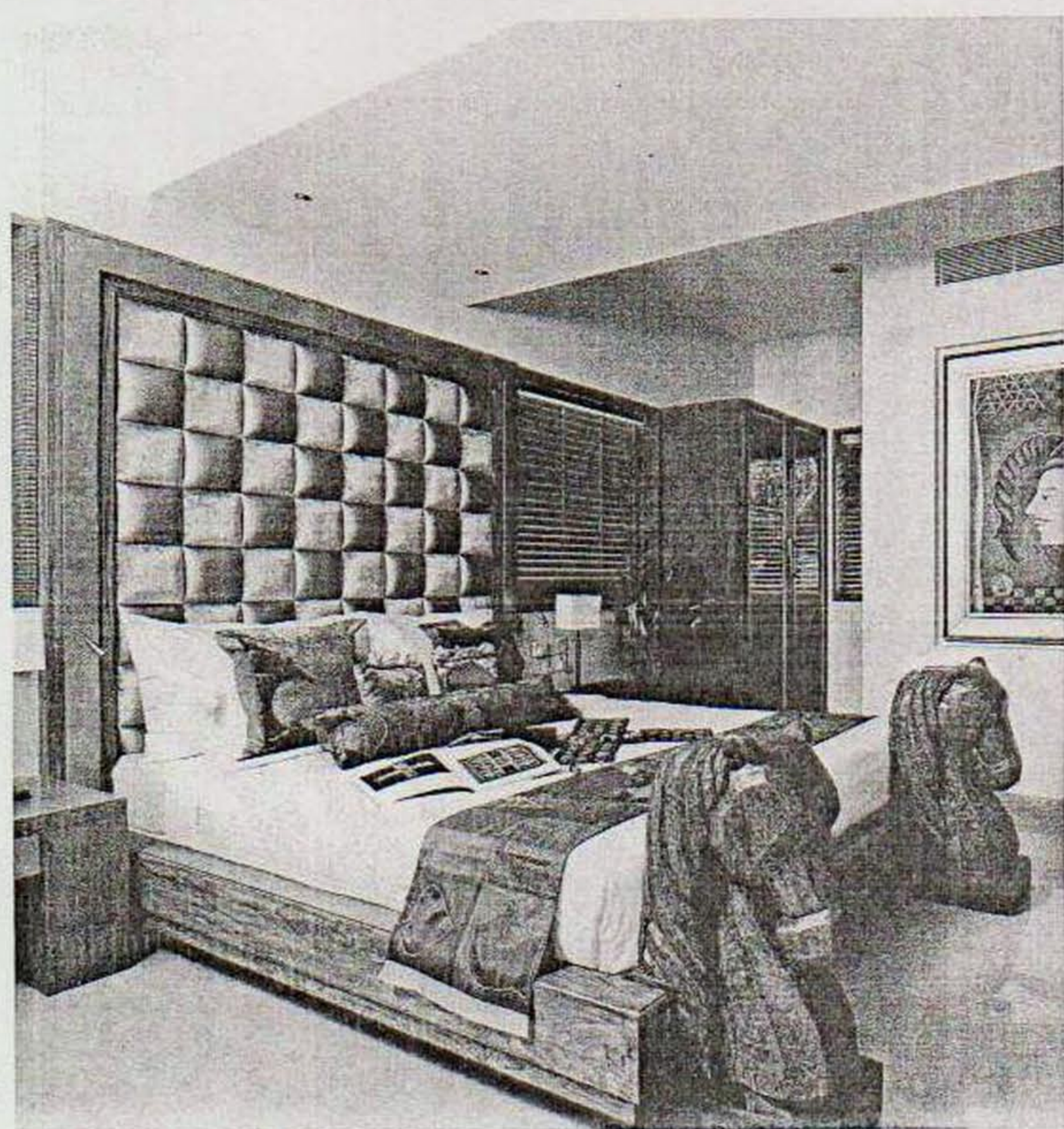


Design include designing recreational spaces for the two Godrej townships endorsed by the Clinton Climate foundation. Celebrating the environment and sustainability the township holds animal sculptures like a herd of deer, a human hand inspired huge flower sculpture, playground sets in geometric shapes and cantilevered 'not-reserved' benches.

Interior décor for the Indian Art Café, a sculpture for ACC Ltd, hotel and resort and residential concepts and interiors along with sculptures, products and décor are handled by D.A.D. Believing good design to be a blend of both aesthetics and function, Mitali Bajaj prides in her team of creative minds that



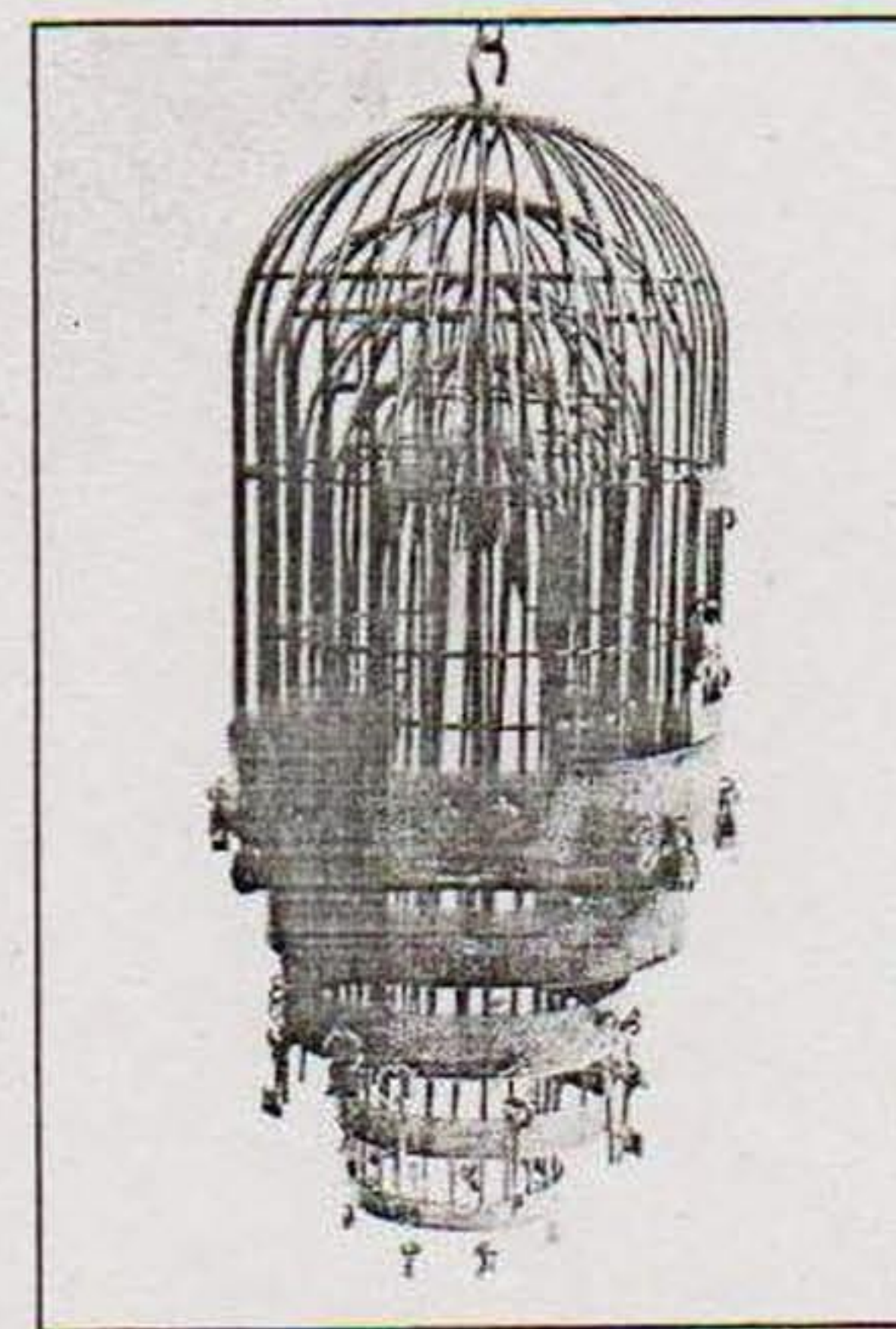
The Ravana room at Le Sutra Hotel.



Hospitality and Travel industry. "Our uniqueness lies in the hotel being a virtual art installation where every element narrates a story from an Indian ethos. Here you could live in the rooms of Ravana, Karna or Buddha, which are as comfortable and plush as any five star hotel's rooms." says Mitali Bajaj, Head, Dr. Art + Design.

An original design concept, Le Sutra is a translation of centuries of Hindu philosophy translated into 16 rooms, over three levels named Tamas, Rajas and Sattva. A serene balance between traditional distinct Indian-ness and contemporary design, the hotel is spread over three levels, each separate level and room represents different aspects of the gunas or attributes that exist within people, nature and things according to Indian philosophy. Each room is designed with an art installation, art chairs, sculptures, and products that characterise the concept of that space.

Other projects by Dr Art +



incorporate both aspects of function and design right from conception.

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