

ART BEAT!

Mitali Bajaj, Head of Dr Art and Design talks about the relevance of art in corporate interiors.

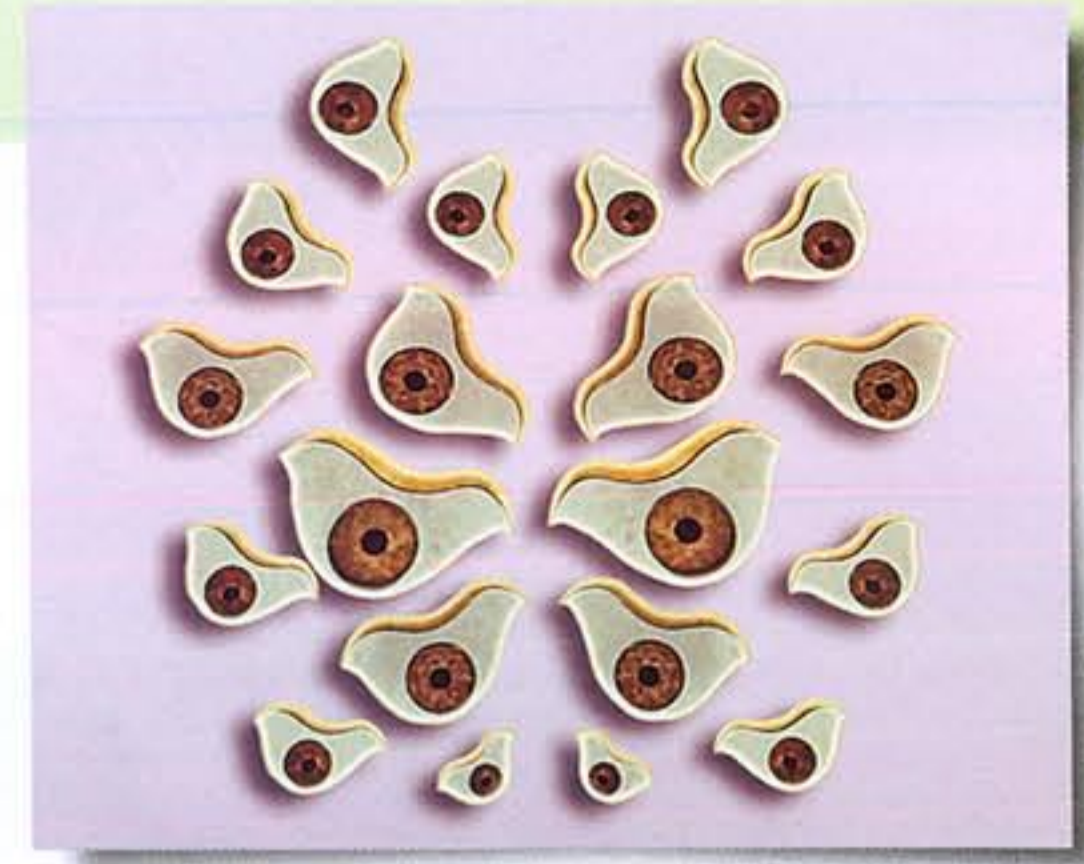


The corporate jungle is one which is characterized by fast-paced deadlines, ever increasing stress levels and cut-throat competition. Employees are putting in longer hours of work and more often than ever, feeling 'stuck' where they are. Companies are realizing that their employee welfare programs need to be more holistic in nature and ones that not only get the creative juices flowing but also provide a sense of overall belonging.

Art in corporate interiors is increasingly bridging that gap. Art is transcendental in nature and is capable of transforming a dull arid space into one that can truly add colour and meaning to an individual space. Further it can change your mood and take you away from the organized chaos of the workplace.

Companies like Godrej, ACC Cement, ING Vysya Art Bank, Nicholas Piramal and many others have realized the value proposition that art in the workplace has to offer. When company ethics and values are translated into such relevant and innovative art concepts, they lend a unique persona to the organization. Such structures can personify the very existence of the company and make the employees feel a part of the bigger cause and a bigger purpose.

Take the case of "The Ecological Park of Godrej City". Adorning the welcoming parks of the city are



nine deer in a graceful flux. Celebrated for grandeur, grace and profusion these mirthful sculptures beckon for exuberance and verve. Almost magically, this herd of deer appears to have ascended from the heavens to take a form of water and gold.

Today, art in corporate interiors is not being used just for its adornment value; functionality is also a key decision-maker. It is also increasingly serving as the USP for many businesses.



Le Sutra, India's first Art Hotel is the best example to behold. Awarded India's Most Unique Hotel, it is a virtual art installation and co-creation of 18 designers, 120 artists, 40 sculptors, art curators and researchers amongst others. The hotel also boasts of a majority of corporate clientele, which only further showcases how functional art is making its way into the very minds of companies today and is definitely here to stay.

Hence, companies now a days are paying an increasing amount of attention to aesthetic design management of their interior spaces. They believe that fostering a piece of art that not just beholds beauty but also screams purpose and aspiration, is an idea that appeals to every psyche and is worth investing in. Create an exhilarating environment in your work place and see the difference! 🌟

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