

Design
promo



ING Vysya - Art Bench

DESIGNING beauties!

Dr. Art+Design beautifully creates pieces of art that completely lift the image of a project.

Dr. Art+Design, brainchild of Mitali Bajaj, provides creative support services to architects, real estate and hospitality developers. It is an aesthetic design management firm conceived as a co-creative lab on the premise that art and design is to be enjoyed by everyone. Blurring divisions between art form, design and sculpture, Dr. Art+Design conceptualizes, manufactures and installs engrossing and interactive public art and furniture. "Our fundamental philosophy is to create experiences and increase brand value through art and design", says Mitali Bajaj.

PROJECTS

Godrej Garden City, Ahmedabad enchants as 9 deers prance in a field of green creating a landmark at Godrej Garden City, The Thumb Rule sculpture in the atrium of the ACC corporate office, carried on the cover of its annual report, symbolically depicts ACC's firm grip of things - demonstrating solid performance. An added twist, a creeper rises with eco-friendly passion to envelop the new world, signifying the green building. The thumb-up position establishes the rule, ACC's success as a confident leader.

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Le Sutra - the Indian art hotel, reflects Indian ethos from the time of the Rig Veda, the philosophy, the myths; unfold as stories narrated using art translated through hotel elements. Here you traverse the various *chakras* as you go up and down the lift; representative of the *kundalini* and the rising of consciousness. The *Yoga Danda* used by yogis for breathing is abstracted into the *Yoga Danda* chair in the *Shuddhi* 'Self Purification' room; the lapis lazuli *Mandu* inlay was an ancient system of water purification; the fibre glass *Yoni* lamp in the *Vaasna* 'Sensuality' room depicts male and female energy assisting each other to expand their aura and level of consciousness.

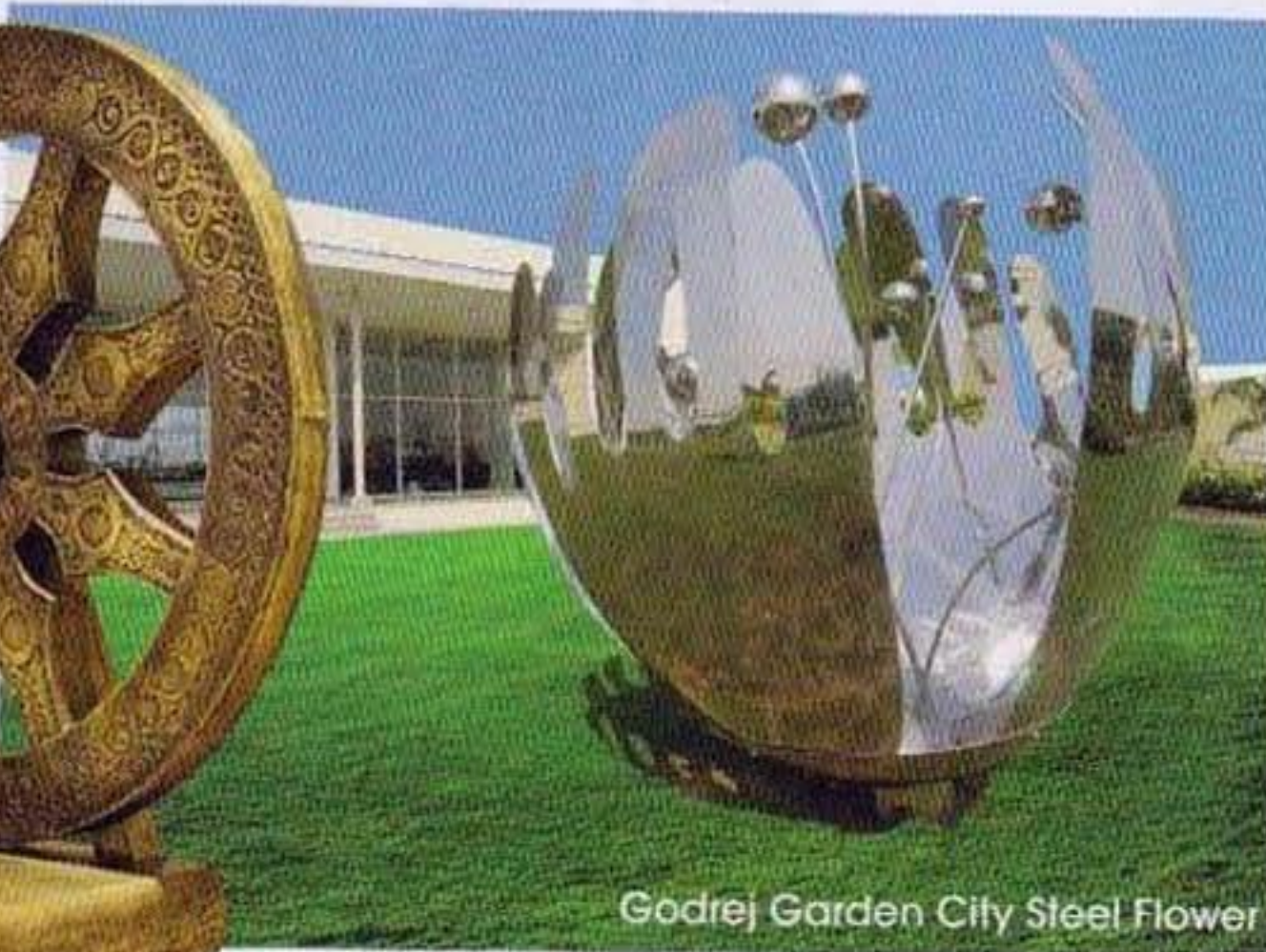
Dr. Art+Design has also created ING Vysya Bank, the World's first Art Bank that beautifully merges banking with art. Welcoming the guests, are two 6-feet tall iconic lion sculptures at the entrance acting as royal gatekeepers and trustworthy guardians. Following them is an installation of historic Indian coins. This installation weaves a texture of legends from various empires which ruled India since Indus Valley Civilization, through medieval era, till the Mughal reign. Positioned centrally, the barter column shows history of the Barter System before invention of electronic money as we see it today. The artwork narrates the Barter story in the form of doodles by inclusion of figurines and texts.



Le Sutra Hotel - Ashoka Room Chair



Indian Coinage - ING Vysya



Godrej Garden City Steel Flower

For further details contact Mitali Bajaj at mitali@drartanddesign.com



Mitali Bajaj



Out of the Blue mascot



Le Sutra Hotel - outside niche maya-room