

fusing art + design

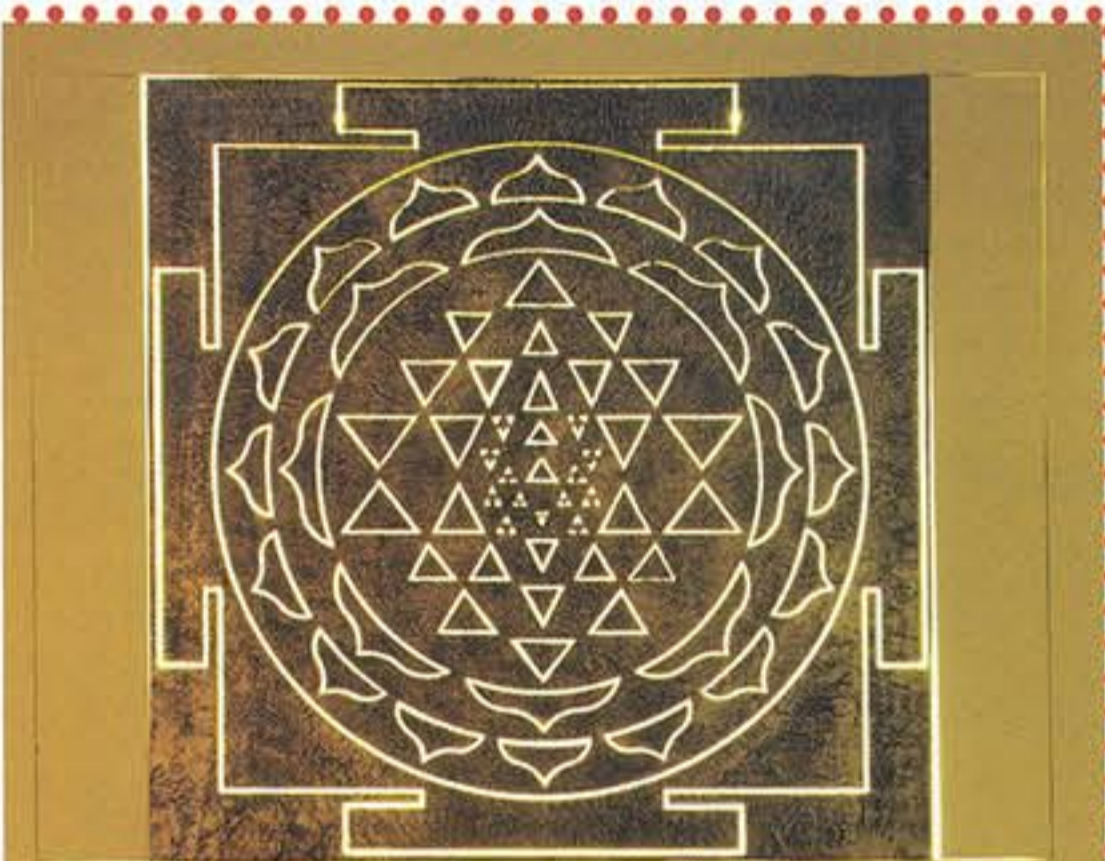
Text By Sulaika D'Souza

Unique in concept and function, Dr. Art and Design creates 'art and design' inspired spaces and products.

» Contemporary art is at the forefront like never before and apart from a fraction of society that possesses an age-old taste, more and more of modern society's members are waking up to the understated sophistication and elegance of a modern style. For a country steeped in tradition and religious culture; art and design produced so far has been driven by preconceived ideas vaguely transmuted with time, churned, ruminated on and recreated ad infinitum. A small percentage of designers are brave enough to be bold, original and consequentially unique.

Making headway among cutting edge Indian design houses is Mumbai based Dr. Art + Design (D.A.D.). A team of designers, architects, artists, sculptors and the like, Dr Art + Design is a

The Lotus chair in the Mandala room



The wall mural in the Mandala room

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collaborative laboratory that conceptualises and ideates ingenious ways to enliven spaces. Imparting a well defined structural theme and tone to the ambient, the design team works as a cohesive unit through the various stages of design process. Combining forces of collective creative imaginations right from the conception of a design idea, aesthetic management, planning, selection of materials, to production and finally its implementation; the team at Dr. Art + Design works diligently to provide top quality interiors and design solutions.

Providing services formed on a perfect amalgamation of art and design, D.A.D brings together the best of art in conjunction with the most productive of design. Mitali 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. ▶

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The Shukla room



Deer installation at the Godrej township garden



The Nirvaan room



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 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 an elucidation of centuries of Hindu philosophy translated into 18 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 + Design include designing recreational spaces for the two Godrej townships endorsed by the Cleton Climate foundation. Celebrating the environment and sustainability the township holds inspired 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 incorporate both aspects of function and design right from conception. ■



Natura lamp in the Shringar room



Prakriti room painting