

ACC Sculpture

BRIEF:

ACC Limited is India's foremost cement manufacturer with a countrywide network of factories and marketing offices. Dr.Art+Design was proud to win an all India tender to create a sculpture for this esteemed company who has pioneered in cement and concrete technology; a sculpture that recreates ACC's strength, passion, performance and its commitment towards environment protection. In short a creative brief to craft a magnificent emblem in a form of a sculpture that would stand for ACC's leadership in the cement industry.



IDEATION & EXECUTION:

Among several design studios, who had submitted their designs for this project, Dr.Art+Design's conceptual design backed with our strong philosophy was chosen to create the monumental sculpture which would stand at ACC's head quarter in Mumbai.

The ideation began with a deep study into the company's history and their achievements. The ideas started building as we focused on following the creative brief. The execution resulted in a monument in itself that came to be known as 'The ACC Sculpture'.



REVEALING THE ARTWORK:

Standing magnificently at 12ft high in the entrance lobby of ACC Ltd. Mumbai, this symbolic sculpture is the amalgamation of valor and compassion. A concrete palm delineates mighty grip in rather vigilant manner around the building which can also be seen not only as structures but as an entire civilization. An element of green creeper wraps itself over to add a touch of ecological etiquette. The artist's skill in linear rendering of material & command over size of the sculpture cannot be missed. Use of different materials like cement, stone, wood and metal is symbolic of the materials used for building process. These materials are used in perfect combination and proportion by the artist.