

ING Vysya - Concept Interiors

BRIEF:

We were asked to do something extra ordinary with the ING Vysya space at Cuffe Parade. Our team was supported with free hand and complete liberty to do so; resulting in unveiling of the World's first Art Bank through our original ideas, efforts and pure innovation in art.

The Bank's Concept Interiors were crafted with deep study of the environment, out of the box thinking and path breaking ingenuity.



IDEATION & EXECUTION:

We wanted to create a space which would be an Art Installation in itself; where every corner, every wall and every fixture expresses Art!

Dr. Art +Design was faced with challenge to create Nouveau Banking experience by using seamless monochromatic interior spaces highlighted with specially created art & sculptures. Yet another aspect that we wanted to introduce was to increase footfall by creating an interactive and engaging space. The execution of this unique ING Vysya Bank was a combination of relevant art, enormous ideas, historic inspiration, great passion and absolute innovation.



REVEALING THE ARTWORK:

Away from the bustling downtown Mumbai intersection busy with corporate, gawking tourists, and locals, you ought to notice this perfectly situated bank in the middle of the chaos outside. Stepping into the bank, you quickly forget the hectic street outside. The space is at once serene and yet full of life. This well designed, thoughtfully laid out bank not only makes up for your dose of banking needs but also an interesting peak into the World of Art!

Our inception was to craft a bank that offered banking services along with promoting relevant art and designs through paintings, sculptures, art furniture, story boards and more. An Art Gallery was introduced to hold various art exhibitions in the space. Ample use of beige with hint of rustic textures flows all over, dripping from ceiling to the floor. Seamless forms blend with each other at same time they emerge from one another. Dual lighting system ensures that background space is underplayed while art is highlighted. There are no partitions, just glasses making the space transparent. The space and the form talks single language which is assented with art furniture, sculpture and installation. Each art and the space surrounding weave a story that unfolds itself as the viewer moves around the room.

In the centre sits the 'Art Bench' which is positioned in such a way that it allows for viewing of the artworks while adding to aesthetics of the area. Its distress white finish and crescent shape stands out from rest of the background. The one-of-a-kind 'Rupee Lamp' which is created by use of rupee symbol on alabaster illuminates smaller corners of the bank and offers a surprise element on impulse.

Art & Sculptures created for ING demonstrates philosophy & culture of the bank. They engage the customers by creating a narrative as they walk in.

LION SCULPTURES:

The customers are pleasantly surprised as they are greeted by two smiling lion sculptures at the entrance. Personifying ING Vysya's logo, the lion represents a royal gatekeeper and a trustworthy guardian of the customer's wealth. The non-ornamental cubic rendering and rustic copper finish of the sculpture is certain to hold one's eye. The lion holds a coin in rather authoritative yet protective manner also ensuring the customers that their wealth is in good hands.

INDIAN COINAGE:

India coinage is perhaps the most fascinating and diverse of any region in the world. Apart from its own indigenous style which evolved over time Indian coins shows a lot of foreign influence. This installation of historical Indian coins weaves a texture of legends of various empires which ruled India since Indus Valley Civilization through, medieval to Mughal periods. Each symbol casted on the coins is an evidence of socio-political, cultural and administrative aspects of these empires. Intricately carved coins are artistically displayed in museum style to give a glimpse of our history.

BARTER SYSTEM MURALS:

Positioned centrally, the columns show history of Barter System before invention of electronic money as we see it today. The artwork narrates the story in the form of doodle by inclusion of figurines and texts, burnt beige with rustic textures blends with the space making it yet another feature of existing wall area.