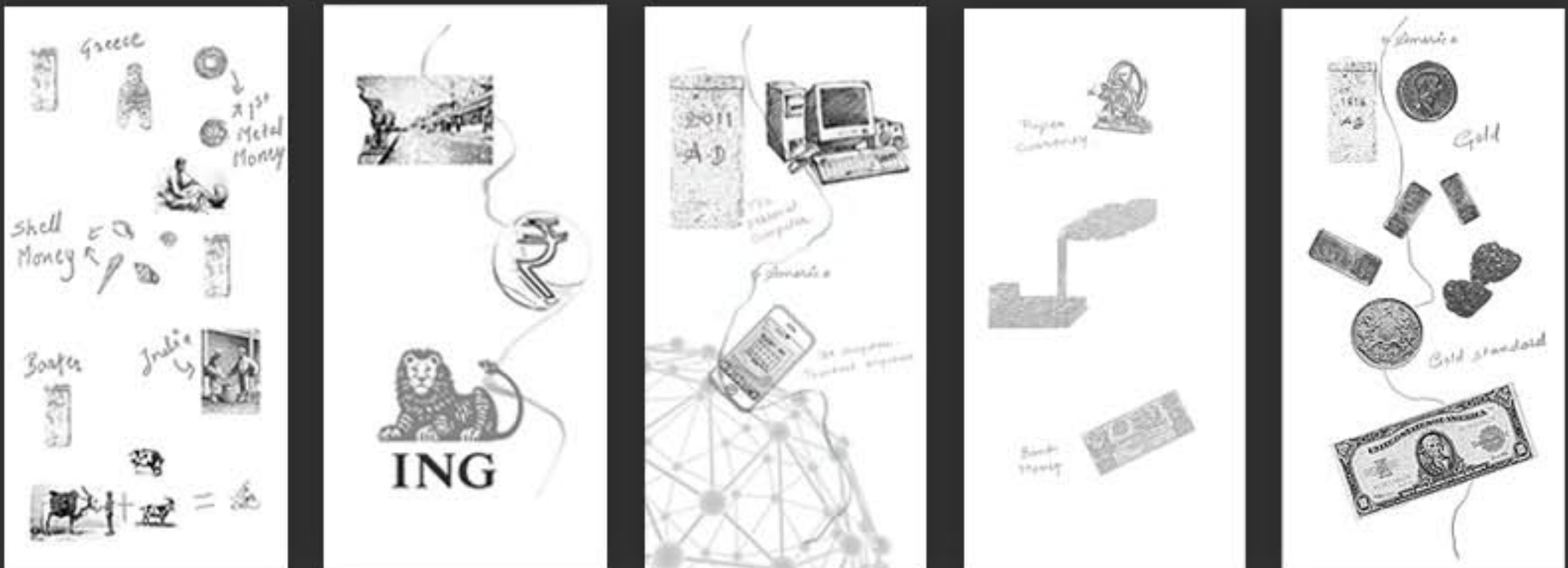


ING Vysya Mural

BRIEF:

Cuffe Parade ING Vysya's makeover into the World's First Art Bank was not less than a dream come true. This dream was crafted into reality with great passion, sheer innovation and massive creativity as we were not given any brief.

Dr.Art+Design was presented with full liberty to spread its wings and make use of the team's free hand to craft trend setting interiors. We thus took this opportunity to create the World's first Art Bank by creating interactive spaces in otherwise usual bank, mundane environments and routines.



IDEATION & EXECUTION:

Dr. Art + Design wanted to create art & sculptures which would demonstrate philosophy & culture of ING Vysya Bank. To create relevant artworks, the team came up with several ideas which took inspiration from the traditional to be represented in modern form and content. Several sessions of conceptualization were followed by many sketches at the Dr.Art+Design studio. After several rounds of brainstorming and voting sessions the team finalized on two interesting art murals on the central columns in the bank that narrate history of Barter System.



REVEALING THE ARTWORK:

Positioned centrally, the murals show history of Barter System before invention of electronic money. What we know as banking in contemporary world has its roots in barter system. Barter existed almost in all parts of the world and has also evolved simultaneously to more complex forms.

The column art narrates the story in the form of 'doodle'. The playful doodles are complimented by figurines and texts. The story starts with the system that existed since pre-history then it progresses to times when the barter system existed along with the monetary system to end till recent times where the barter system has almost vanished to be taken over by barter.

The burnt beige background with rustic textures blends with seamless flowing space of the bank and also stands out from it. The work is created digitally and then printed on canvas. As the canvas runs end to end on the column the story of barter develops from ancient to modern times. It then eventually evolves to the current system electronic money and more sophisticated methods.

The barter column provides exhaustive information about the history and development of exchange of goods and services in a rather colorful and playful way. It is informative, engaging, entertaining and a good read for the clients waiting in the bank!