

Piramal Realty and Piramal Art Foundation host 'The Open Studio Day' for Art Residency at Piramal Vaikunth

- 'The Open Studio Day' is the finale of the third Art Residency hosted at Piramal Vaikunth
- All art created by selected artists during their three-week residency will be put on display

Mumbai, May 5, 2016: Piramal Realty and Piramal Art Foundation today hosted the third 'The Open Studio Day' at Piramal Vaikunth. Five artists-in-residence - Santhosh Kalbande, Nidhi Khurana, Rajyashri Goody, Bibhu Nath and Sitaram Swain – drew inspiration from the natural surroundings at the Piramal Viakunth residential complex at Balkum, Thane, to create on-site artworks. These were put on display for the public to enjoy.

The Art Residency Program, funded by Piramal Realty and launched in December last year, focuses on providing nurturing studio spaces for artists and giving locals an opportunity to engage with art and culture in a meaningful way.

Each Residency is organized around a particular theme and this residency, which began on 16th April focused specifically on 'Installations'. Installation art offers multiplicity in terms of material, conception and dimension. Previous editions have focused similarly on sketching and painting.

Piramal Vaikunth hosts 4 studio rooms where select artists work for a period of 3-4 weeks. Artists interact and learn from established veterans and peers, as well as through gallery visits and presentations. The Residency is open to artists working in various visual art disciplines as well as writers and curators that choose to contribute to the dialogue and energy of the program.

Some of the works created during the program might find a place in the collection of Piramal Museum of Art. The exhibits at The Open Studio will be accompanied with textual explanations by current critic-in-residence, Parni Ray.

Piramal Vaikunth is the first residential complex in Thane to host an Art Residency program. The Art Residency at Piramal Vaikunth is a place for artists to collaborate and create art in natural surroundings. Blending luxury with aesthetics, Piramal Realty has been encouraging art and culture through all its projects, marking itself not just a real estate provider, but a lifestyle brand that is building homes and enhancing communities.

Theme for the next Art Residency at Piramal Vaikunth is Binary and it will be starting from 24th May. Piramal Art Foundation invites applications from visual artists willing to engage with exploring the physical, metaphorical and artistic layers of the Binary concept. Artists can write to prutha.girme@piramal.com to apply to the Art Residency Program.

About Piramal Art Foundation:

The Piramal Art Foundation was founded in 2014 by the Piramal family. The aim of this foundation is to preserve the artistic heritage of modern & contemporary Indian art. The foundation will undertake the collection, preservation and documentation of artworks for public display as well as for research and education.

About Piramal Realty

Piramal Realty is the real estate development arm of Piramal Group. Recently, Goldman Sachs and Warburg Pincus, two international equity partners, have invested approx. USD 434 million in the company, at the entity-level.

The company aims to be the gold standard in design, quality, safety and customer centricity in both residential and commercial real estate domain. Piramal Realty's developments, while being cutting edge and contemporary, focus on embracing a more intuitive definition of luxury, which celebrates nature, greenery, space, light, ventilation, art, culture and community living.

Piramal Realty's advisory board includes Deepak Parekh (Chairman of HDFC), Nitin Nohria (Dean of Harvard Business School), Robert Booth (former CEO of EMAAR Properties Dubai) and SubbuNarayanswamy (Director of McKinsey & Co. and head of the real estate/infrastructure practice in Asia). The company is currently collaborating with the world's leading architectural practices, including Make, HOK, KPF, and Callisons and partners with world-class contractors, such as L&T and Eversendai.

Piramal Group is one of India's leading conglomerates with interests in pharmaceuticals, financial services, information management, glass packaging and real estate. It is founded by Ajay Piramal and has a market value in excess of US\$4 billion. Driven by its core values of knowledge, action and care, the group's mission is "doing well and doing good." Piramal Foundation, the philanthropic arm, has initiatives in healthcare, education, water and women empowerment across 19 states of India.