

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

- This Art Residency program seeks to provide experiences of collaborative creativity
- Artworks created by resident artists during three-week residency program on display

Mumbai, March 31st 2016: Piramal Realty and Piramal Art Foundation today invited people to experience 'The Open Studio Day of Art Residency' at Piramal Vaikunth, a natural and holistic residential complex at Balkum, Thane. Keeping in line with Piramal Realty's objective of being a lifestyle provider, the Art Residency Program was launched in December last year to focus on the need to build nurturing studio spaces for visual artists and give citizens an opportunity to engage with art in a more interactive way.

On this Open Day, the resident artists of the Program exhibited the artworks created by them during the three-week residency program on various mediums such as wood, canvas, paper, etc. This is one of the many initiatives that Piramal Group has been taking forward to celebrate & encourage art and culture in the city.

Each Art Residency is organized around a particular theme drawn from art, history, science, literature or social studies and consists of 4 studio rooms where 6 artists can work for a period of 3-4 weeks. Fully funded by Piramal Realty, the residency includes opportunities for artists to interact with peers as well as seniors in the field through presentations and gallery visits. Celebrating art in the city of Mumbai, Piramal Group has successfully managed to encourage budding artists. The next residency is based on the theme of sculpture/installation and will start on the 15th of April.

Prominent artists like Nikhil Chopra, Dilip Ranade, Sudhir Patwardhan etc. to name a few mentored this art residency program. The residency is open to artists working in the various disciplines of visual art as well as to writers and curators who can contribute to the dialogue and energy of the residency. Vaishnavi Ramnathan who is a critic, is writing about the artwork and the artists.

Piramal Vaikunth is the first residential complex in Thane that possesses an art residency program. The Piramal Art Residency at Vaikunth is a place for artists and sculptors to collaborate and imagine by painting in verdant surroundings. It's founded on the principle of creating an inclusive space where artists from different regions and disciplines can interact with each other and exchange ideas. Blending luxury with openness, Piramal Realty has been encouraging art and culture through all its projects. This makes it not just a real estate provider, but a lifestyle provider that's building homes and lifestyles.

Artists can write to prutha.girme@piramal.com for applying to be a part of 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.