



VR BENGALURU
WHITEFIELD MAIN ROAD

VR Bengaluru inaugurates third edition of The Whitefield Art Collective

Bengaluru, 19 January 2018: VR Bengaluru, the Black Box on Whitefield Road is delighted to announce the launch of the 3RD edition of the much-anticipated Whitefield Art Collective inaugurated by Bose Krishnamachari, renowned artist and Co-founder & President of the Kochi Biennale Foundation.

WAC 2018 began with a discussion on Public art and its relevance comprising a panel of Bose Krishnamachari, Shashidharan M – Professor at MSU Baroda, senior artists Veer Munshi and Sunoj D, art critic & consultant Nalini S Malaviya moderated by Sumi Gupta, Director, Virtuous Retail & curator for the festival. The 4th VR Art Car Project, painted by Veer Munshi was unveiled to much applause. *Art is for All* – the interactive wall art installations was painted by guests and artists at the evening. *Best Kept Secret* – the popular band lit up the atmosphere at The Whitefield Arms, the Anglo-Indian Pub and Microbrewery.

Sumi Gupta speaking on the occasion said, “The third edition of the Whitefield Art Collective further establishes VR Bengaluru’s importance as both a leading commercial hub and cultural platform. We are thrilled to have collaborated with some of India’s premier art institutions, including MSU Baroda, JJ School of Art & the Delhi College of Art. The overwhelming response to Virtuous Retail’s public art initiatives has encouraged us to make this the country’s first travelling art show across Chandigarh, Bangalore, Surat and Chennai, connecting communities© and providing a national platform for established & emerging artists.

Bose Krishnamachari on the collaboration said, “Over the last couple of years, we have witnessed an increased interest in the field of art in the country. It is indeed remarkable that with so many cultures and traditions, several forms of art originate and co-exist in India. I see a reflection of this phenomenon in Whitefield Art Collective and am glad to collaborate with the event. Public art festivals like these offer a compelling platform for artists and art lovers.”

The month-long festival, from 19th January to 15th February, has on display more than a hundred unique artworks, including paintings, sculptures and audio visual installations – a collection curated from partnering organisations such as the Maharaja Sayajirao University (MSU) of Baroda, Delhi College of Art, JJ School of Art (Mumbai), Chandigarh College of Architecture and Government College of Art (Chandigarh).

The festival will also feature unique art related events throughout the duration including Performance Art, The Basement Art Project, Art Cinema under the skies at the Skydeck, and Mini Art Project - a children’s art competition in collaboration with 3M.

About VR Bengaluru

VR Bengaluru is Virtuous Retail South Asia’s flagship centre in the city and is a first-of-its-kind community centric integrated lifestyle destination in India. VR Bengaluru plays host to an award-winning luxury boutique hotel & residences, collaborative communal work spaces for start-ups and entrepreneurs and a multi-level premium retail arcade. The lifestyle services at the centre also includes a nine-screen multiplex including an IMAX, several pubs, cafes and restaurants along with an upscale food court, community event spaces, public art, a fitness club, spa and salon, and a rooftop pool alongside a unique banqueting space equipped with a large-scale LED screen.

The nickname 'Black Box on Whitefield Road' is inspired by the striking black façade, which makes VR Bengaluru stand out from the generic building landscape on Whitefield Main Road. Equally compelling is the unique mix of experiences and the integrated design of the development that enables customers to move seamlessly among the different uses.

Please visit www.vrbengaluru.com for more information

More information on VR Bengaluru is available on:

Facebook: <https://www.facebook.com/VRBengaluru>

Twitter: <https://twitter.com/VRBengaluru>

Instagram: <https://www.instagram.com/vrbengaluru/>

About Virtuous Retail South Asia

VRSA is India's only institutionally backed integrated retail platform, that is both developing and managing community oriented lifestyle centres across the country. VRSA is aggressively expanding its pan-India portfolio which currently includes flagship centres VR Surat, VR Bengaluru VR Punjab and VR Chennai. Over the last 10 years, VR has redefined the spatial retail experience for consumers by delivering innovative centres that seamlessly integrate shopping, hospitality, food, leisure and entertainment. These award winning lifestyle centres are designed and operated by VRSA as social hubs that are 'Connecting Communities[®]' and celebrate local culture while enhancing the overall brand image of the city they are located in.

Please visit www.virtuousretail.com for more information.

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