

## Empowering the Women of today 'Salon with Sreemoyee Piu Kundu'

**Bengaluru 19<sup>th</sup>:** VR Bengaluru continues to engage the literary and arts communities in meaningful and socially relevant discussion with the fourth chapter of 'Salon with Shree', which was held on October 19<sup>th</sup> at The Whitefield Arms. Hosted by the celebrated and best-selling novelist, Sreemoyee Piu Kundu, the theme of this session was 'Reincarnation of the Mother Goddess in daily life.'

Speaking at the event, Sreemoyee said, "We wanted to combine the spirit of the festive month of October along with the strength and sacred power of the divine feminine that this month embodies in the whole of this nation. We therefore chose four powerful women ambassadors who have in a sense essayed the role of the Devi in her modern reincarnation and how they represent Stree Shakti. This auspicious month, we commemorate the stories of women who have raised the bar in being modern day goddesses."

This session was focused on the journey of four powerful female community members such as Madhumitha Venkataraman (Diversity & Inclusion Evangelist), Dr Anita Ratnam (Performer, Art Entrepreneur), D Roopa Moudgil (IGP, IPS) and Madhu Nataraj (Danseuse, Choreographer). In conversation with Sreemoyee, each of these powerful women personalities shared the learning and understandings of their journey to establish a safe, empowering and nourishing forum for all women.

One of the panelist and choreographer, **Madhu Nataraj, said**, "To reclaim the Goddess within us is to invite love, power and fearlessness into our lives. The Devi is a sum total of all our attributes. The salon is at a time when Goddess energies abound. Durga to me echoes the most important aspect of our lives as women- Balance! I look forward to this polylogue between some wonderful, potent women of our times"

"Modern goddess is someone who is bold and courageous like Durga/Shakti, self-sufficient like Lakshmi, intelligent, educated like Saraswati. One can see all the above shades in modern woman. And it definitely calls for celebration and that is exactly what the Whitefield Literary Society is doing through the salon." said **D Roopa Moudgil**

"Goddesses are considered auspicious, fecund and ferocious. But what about fun and flirty? Today's DEVIS and also DIVAS are embracing the yin and yang of their personalities. As women choose to be single or not to be mothers, it is time to redefine what it means to be DIVINE and DEADLY. Multiple arms do not only mean nurturing and giving all the time, it can also TAKE, SEIZE and POSSESS", said **Anita Ratnam**

"Conversations like Salon with Shree bring to the forefront, the diverse perspectives and dialogue around journeys of women - their lives, challenges, strength and potential. It is absolutely imperative as we move towards collectively building a more inclusive and gender equal world", said **Madhumitha Venkataraman**

This was the eight-event organized under the Whitefield Literary Society by VR Bengaluru. Whitefield Literary Society is conceptualized to congregate literary and art enthusiasts of Bangalore every month for discussions on art, culture and books. After the success of the previous session with five successful women from different walks of life, Sreemoyee again brought together women of substance who have made a mark in their respective fields.

#### **About VR BENGALURU**

VR Bengaluru is Virtuous Retail South Asia's flagship centre in Bengaluru and a first-of-its-kind community centric, integrated lifestyle destination in India. VR Bengaluru plays host to award-winning luxury boutique hotel & residences, collaborative work spaces for companies and entrepreneurs, and a multi-level premium retail arcade. The lifestyle offerings at the centre includes a nine-screen multiplex with an IMAX, several pubs, cafes and restaurants along with an upscale food court, community event spaces, public art, multiple children's play areas including a vintage outdoor carousel, 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 distinctive is the unique mix of experiences and the integrated, free flowing design of the development that enables customers to move seamlessly among different uses.

#### **ABOUT VIRTUOUS RETAIL**

Headquartered in Singapore, Virtuous Retail South Asia Pvt. Ltd. (Virtuous Retail) develops, owns and manages community-oriented retail and lifestyle centres. Over the last decade, Virtuous Retail has redefined the spatial retail experience for consumers in India by delivering innovative centres that seamlessly integrate shopping, hospitality, food, leisure and entertainment, including current flagships VR Surat, VR Bengaluru, VR Punjab and now VR Chennai. These award-winning developments, designed and operated by VRSA as social hubs that are "Connecting Communities®" and also celebrate local culture & enhance the overall brand image of the cities they are located in. Through the art of place-making and by focusing on programming that draws on the heritage and aspirations of the community they serve, VR Centres create a virtuous cycle by delivering value to the three primary stakeholders – consumers, retailers and investors. With recent new investments in Delhi and East Bengaluru, the India retail portfolio is now 8.3 million sq. ft.

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