

**VR BENGALURU**



### **Whitefield Art Collective is back at the Black Box on Whitefield Road**

The second edition features artworks from nationally renowned artists and art schools

**Bengaluru, 24 February 2017:** The second edition of the Whitefield Art Collective opened today at the community oriented integrated lifestyle centre – VR Bengaluru. The 2017 edition includes more than 100 works, from paintings to sculptures to audio visual installations. Nationally celebrated artists are sharing the stage with young, upcoming talent from across the country, at a never-seen-before ensemble in the city.

In its latest avatar, the Whitefield Art Collective pays tribute to the late Yusuf Arakkal, the eminent painter from Bangalore. Four of his rare works and a car painted by him are featured at the collective. George Martin PJ and Murali Cheerth have worked on special projects for the Collective which were unveiled today to an applauding audience.

For the first time in the city, students from the Kala Bhavana Santiniketan have showcased their work at the Collective. Joining them are students and recent graduates from MSU Baroda, Srishti Institute of Art, Design and Technology and artists from Chitrakala Parishath, Bengaluru; Cholamandal Artist's Village, Tamil Nadu and Kala Ghoda Arts Festival, Mumbai.

Sumi Gupta, Director – International Marketing & Product Development and curator of the show said, "We are privileged that we have the opportunity to partner with senior artists and leading art schools from the country for the current edition of Whitefield Art Collective. 'Connecting Communities' through art, our endeavour is to make art accessible to all our visitors at VR Bengaluru, rather than be restricted to a gallery."

As part of the Collective, a Pop Up Bazaar is being organised on 4<sup>th</sup> & 5<sup>th</sup> March, which will feature designer accessories and collectibles for art lovers. In addition, over the next one month, VR Bengaluru will see a burst of activities which includes a children's art competition, TEDx talk, a basement art project with participation from recent graduates of Srishti Institute of Art, Design and Technology and screening of national award winning film Gaali Beeja by artist Babu Ishwar Prasad.

The Whitefield Art Collective will run from 24<sup>th</sup> February to 25<sup>th</sup> March during regular centre hours.

### **About VR Bengaluru**

VR Bengaluru is Virtuous Retail South Asia's flagship center 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.

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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.

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/>

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