



ART MEETS HOSPITALITY



Scan to Subscribe

Complimentary Copy

PERSPECTIVES



Ashwini Kumar Singh
GM Sales and Marketing
Hotel Pride Plaza, Aerocity New Delhi



Chef Sahil Sharma
Executive Sous Chef,
JW Marriott Hotel New Delhi Aerocity



Jaya Asokan
Fair Director
India Art Fair

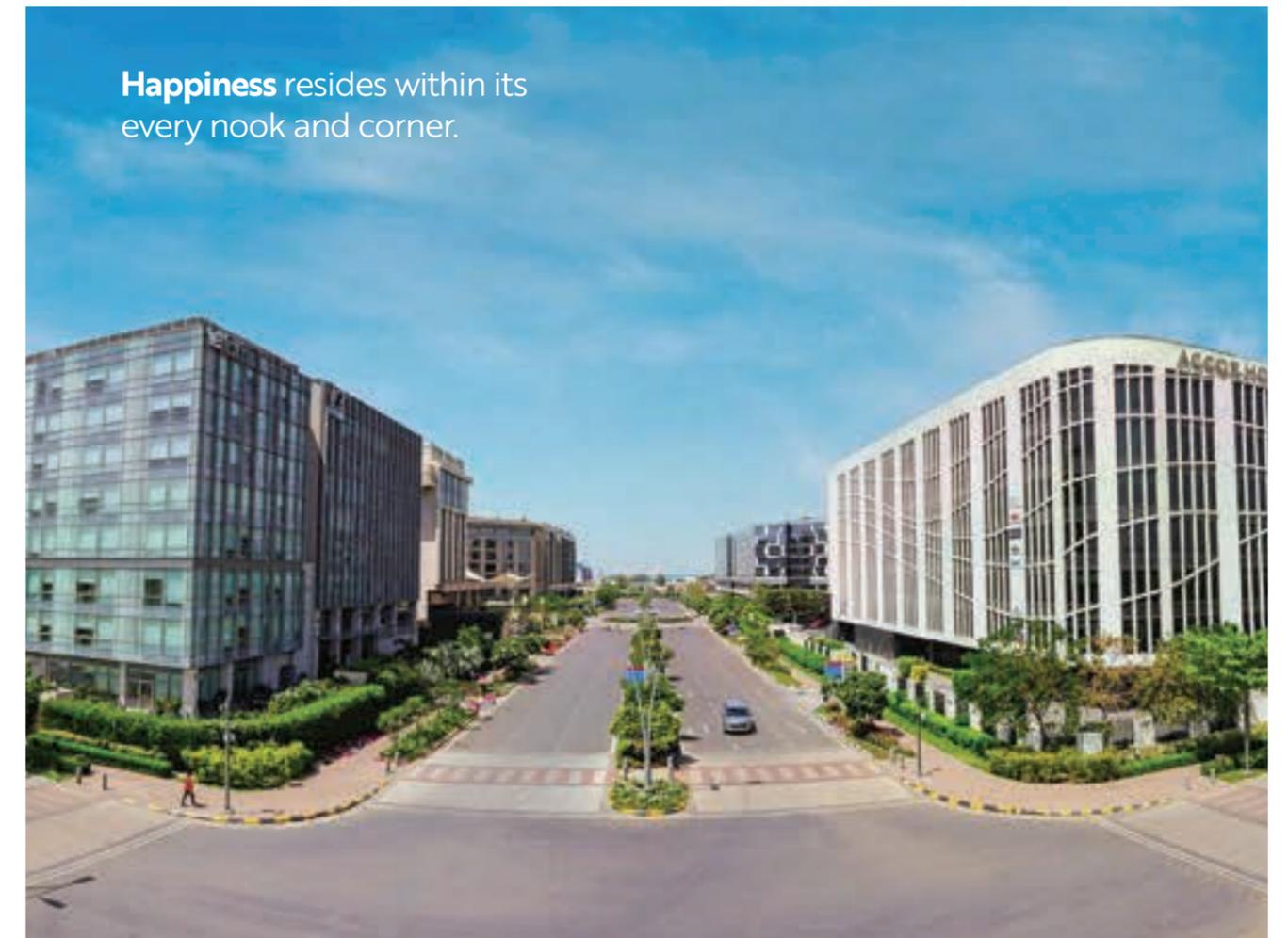
IN FOCUS

**Multiple & Speedier
Transport Modes,
Lifelines of
Aerocity GDB**

YOUR HAPPY PLACE.



Welcome to



Happiness resides within its every nook and corner.

A ballroom, a book vending machine, an express ritual at the salon, a bowl of chicken wings, a watermelon mint margarita, coffee with croissants, and luxurious suites – that's just a small representative sample of the things you can indulge in, at this destination.

SO, HEAD TO GMR AEROCITY, NEW DELHI. IT'S A DESTINATION LIKE NO OTHER.

Follow: [in gmraerocity](#) [@gmraerocity](#) [+91 7042333053](#) [www.gmraerocity.com](#)



CHAIRMAN & PUBLISHER:

DR. ANNURAG BATRA, GROUP CHAIRMAN & EDITOR-IN-CHIEF, BW BUSINESSWORLD

GROUP EDITORIAL DIRECTOR, BW: NOOR FATHIMA WARSIA

DIRECTOR, BW: PRASAR SHARMA

GROUP SR. VICE PRESIDENT - STRATEGY, OPERATIONS & MARKETING, BW: TANVIE AHUJA

DIRECTOR, ADVERTISING & REVENUE: APARNA SENGUPTA

SENIOR ASSOCIATE EDITOR, BW: MEHA MATHUR

CONTENT DEVELOPMENT TEAM: POONAM SINGH, DEEP MAJUMDAR
TARANUM MANJUL, UPASANA, HIMANSHU OJHA, SHRUTI TRIPATHI,
PRIYANKA SINGH, BARKHA RAWAT

ART DIRECTOR, BW: SHIVAJI SENGUPTA

SENIOR PHOTO RESEARCHER, BW: KAMAL KUMAR

PHOTOGRAPHER FOR BW: NAVAL KISHORE

ASSOCIATE VICE PRESIDENT - SALES AND PARTNERSHIPS, BW: SOMYAJIT SENGUPTA

ASSISTANT GENERAL MANAGER - CONFERENCE PRODUCTION, BW: DEVIKA KUNDU SENGUPTA

BUSINESS LEAD: PRIYANSHI KHANDELWAL

SALES TEAM:

NORTH: RAVI KHATRI, ANJEET TRIVEDI, RAJEEV CHAUHAN, AMIT BHASIN, SAURABH JAIN,
SOMYAJIT SENGUPTA, SAJJAD MOHAMMAD, AGRATA NIGAM,

WEST: KIRAN DEDHIA, NILESH ARGEKAR

SOUTH: C S RAJARAMAN

SUBSCRIBE @ : SUBSCRIPTION.BUSINESSWORLD.IN

SUBSCRIPTION: VINOD@BUSINESSWORLD.IN

FOR EDITORIAL: MEHA.MATHUR@BUSINESSWORLD.IN

FOR ADVT OR SPONSORSHIP: SOMYAJIT@BUSINESSWORLD.IN

ACCOUNT MANAGEMENT: SOMYAJIT SENGUPTA

Aerocity Live does not accept responsibility for returning unsolicited manuscripts and photographs. All unsolicited material should be accompanied by self-addressed envelopes and sufficient postage. Published and printed by BW Businessworld Media Private Limited. Published at 74-75, Scindia House, Connaught Place, New Delhi-110001.

© Reproduction in whole or in part without written permission of the publisher is prohibited. All rights reserved.



ANNURAG BATRA

anurag.batra@businessworld.in

Cultural Markers on The Walls

As we celebrate the dawn of a new year, we witness a significant boom in travel segment. Globally and within the country, there is a surge in the number of people who head to locations prominent on the tourist circuit as well as offbeat locations.

Delhi, on account of its pleasant weather in the winter months, is a hot-spot for travellers from across the world and country. They look to savour the rich culture, heritage, food and art forms here. Delhi is hub of visual and performing art forms here, and several prominent galleries display art as it has evolved over centuries, especially in the 20th century.

GMR Aerocity is one ecosystem which, while being a hospitality district, is also a rich repository of arts, and promotes arts. Its constituent hotels have launched several initiatives to promote artists, and showcase their arts. The Square at Aerocity has hosted several exhibitions over the years as a window to the capital's art scene. Some of these art works have been covered in this issue of Aerocity Live.

We also bring to you a few locations of Delhi that have become popular spots

for public art display in Delhi, most notably the Lodhi Art District. Also included in the 'Must Visit Spots' Section of the magazine is Sanskriti Kendra near Mehrauli, and has entered my own bucket list. The richness of the art and crafts traditions in our country, as displayed here, truly humbled me. Usage of discarded materials to create a garden space was tried long back in Rock Garden, but in Delhi, in the 'Waste to Wonder', a wonderful replica garden of famous monuments has been created and should be visited by all. In another location of the city - Gali Kuchapati Ram, our craftsmanship was at full display on the front façade of each haveli in the residential quarters, and this lane has grabbed the attention of heritage lovers' attention.

Outside Delhi too, public art is a growing movement and we bring to you some destinations in India, including Varanasi and Goa, which are now prominent on the public art map of India.

Hope you manage to visit many such places of your liking, indulge in responsible tourism that doesn't leave plastic footprints where you go, and experience an enriching 2024.

Happy New Year and Happy Reading.



Art Meets Hospitality



AMAN KAPOOR
CEO, Airports Land Development, GMR Group

Dear Readers,

As we welcome the new year, let us delve into the realm where luxury meets legacy and service intertwines with sophistication. The quest for an extraordinary hotel experience has transcended beyond the tangible opulence of grandeur and seamless service. Today's discerning guests yearn for a touch of soul, a dash of culture, and a narrative that resonates with their personal journey. Enter the era of 'Art for Soulful Hospitality Experience', a philosophy where art isn't just decoration but a dialogue between the space and its visitor.

Imagine stepping into a lobby where an MF Husain captures your gaze or a Madhubani painting whispers tales of ancient folklore. These pieces are not just adornments; they are conversations in colour and form, offering a curated journey that extends beyond a place to stay into a life experience.

In the Aerocity district, hotels like Pride Plaza and Andaz are not mere places to stay but cultural beacons, showcasing India's architectural marvels and urban tales. Pride Plaza adorns itself with paintings of traditional jharokhas and chhajjas, while Andaz's '401 Reasons to Fall in Love with Delhi' offers a photographic journey through the city. Even the culinary spaces have become canvases, with restaurants like Khubani and Qavalli offering a visual and sensory feast, making every meal an exploration of artistry and taste.

Delhi city itself is an open-air gallery with initiatives like the Lodhi Art District, the Waste to Wonder Park in East Delhi, Gali Kucha Pati Ram in Old Delhi, and Sanskriti Kendra on the city outskirts, democratising space and inviting public interaction. These aren't just displays; they're community enhancements that beautify and enrich the urban landscape.

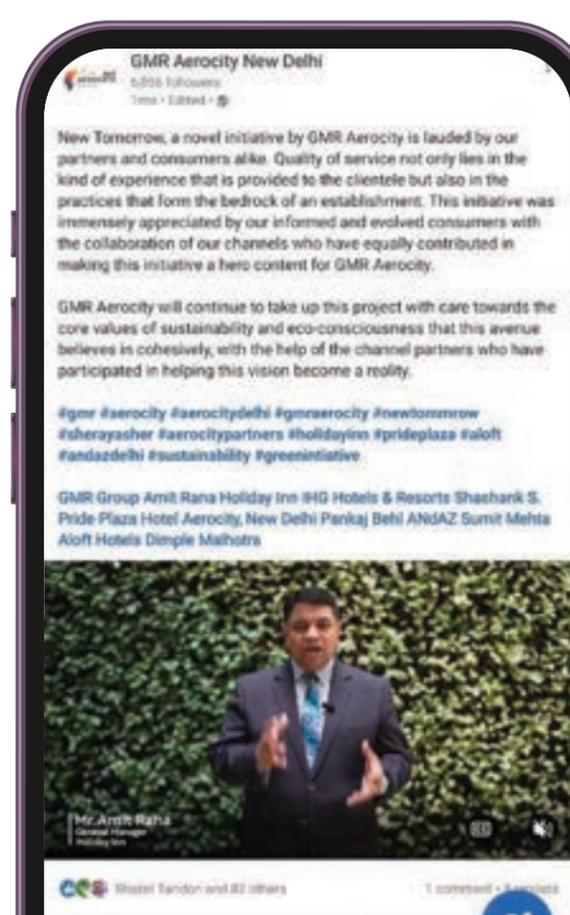
As your guide to this artistic sojourn, we bring you the latest and the timeless, from the intricate Kalighat paintings at Hotel Pullman to emerging trends of public art. We recognise that an experience is never complete without a feast for the palate, offering descriptions of East Asian cuisine as a tribute to global narratives.

On the economic front, 2023 saw domestic airlines flying a record 152 million passengers, surpassing pre-Covid figures, buoyed by events like the G20 Summit and the ICC World Cup Cricket. Heralding this, Hon'ble Civil Aviation Minister Shri Jyotiraditya Scindia said, "It's a historic achievement and the beginning of a new era for Civil Aviation under Hon'ble Prime Minister Modi's leadership"

As 2024 dawns, Aerocity continues to fuel the aspirations of the aviation industry not only as a business hub but as an amalgamation of artistic brilliance, cultural depth, and refined luxury, mirroring the robust evolution of India's aviation and hospitality industries.

We are exhilarated to build on the abundant opportunities and ambitious objectives in the era of 'Amrit Kaal' — the golden era, paving the way for the government's vision of a New India by 2047.

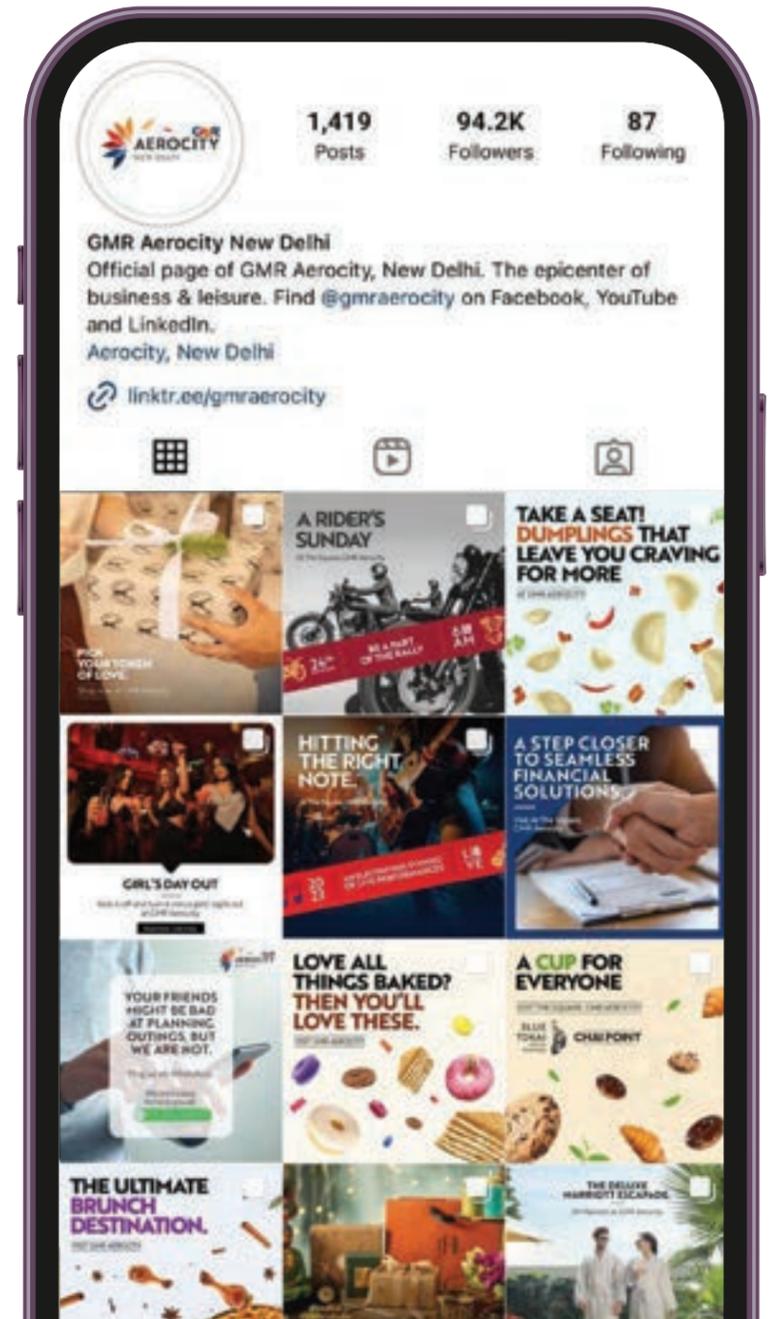
Enjoy the read and have a splendid New Year!



BUZZ ON SOCIAL MEDIA

Follow:

- gmraerocity
- @gmraerocity



CONTENTS

JANUARY-FEBRUARY 2024 - ISSUE 12

10 **GMR Event Calendar**

What to watch out for Aerocity and Delhi NCR

12 **In Focus**

Multiple transport modes connecting Aerocity GBD to Delhi and beyond

14 **News**

- Hospitality award for Aerocity
- Music gala at ibis Aerocity
- SMILE Project of GMR Varalakshmi Foundation

22 **Events in Aerocity**

- Merry City event during Christmas
- Craft City, rekindling appreciation for forgotten art forms
- D2C event, featuring panel discussions, musical and dance performances and shopping opportunities by prominent brands



COVER FEATURE

28 **Art Meets Hospitality in Aerocity**

- Art installations in constituent hotels and restaurants of Aerocity
- How public art is gaining traction and engaging wider audiences
- Interview with Jaya Asokan, Fair Director, Art India Fair



48 **Must Visit Spots**

- Lodhi Art District
- Sanskriti Kendra
- Gali Kucha Pati Ram
- Waste to Wonder Park



52 **GMR Aerocity Guide**

54 **Our Partner Interview**

Ashwini Kumar Singh
GM Sales and Marketing,
Hotel Pride Plaza, Aerocity New Delhi



56 **Chef's Interview**

Chef Sahil Sharma
Executive Sous Chef
JW Marriott Hotel New Delhi Aerocity



60 **Restaurant Review**

L'Osteria Bella, Holiday Inn New Delhi



62 **Dishes in Aerocity**

Explore some of the East Asian culinary treasures

66 **Dishes in Delhi**

Discover the best spots for mouth-watering East Asian cuisine

68 **GMR Network**

Artistic expressions at Delhi Airport, Goa's Manohar International Airport and GMR Aerocity Hyderabad



72 **Destinations**

Tapestry of Public Art in Indian Cities



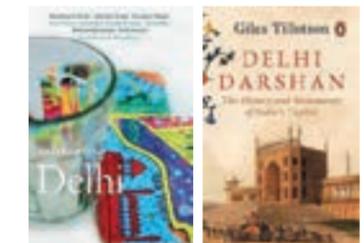
78 **International Destination**

How history and modernity mingle in Tokyo, amid the splendour of autumn or spring colours

80 **Pick of the Month**

82 **Essential Reads**

Books that help in understanding Delhi's past and present



84 **Winter accessories for travel**



88 **Wellbeing**

How art is an enabler in healing and in coping with daily stressors



90 **Quiz** – this time on visual arts

AEROCITY



Aerocity Culinary Fest - Where Food Meets Fun

The Culinary Fest, organised by GMR Aerocity and BW Businessworld, is an exciting and delectable event designed to celebrate the culinary arts, showcase diverse cuisines, and bring together food enthusiasts, chefs, and businesses.

This event, on the theme 'Flavours of India', would highlight the diverse and unexplored flavours from every corner of the country. It aims to create an immersive and gastronomical experience that will delight the senses and engage a wide audience.

Highlights of the fest:

- Food stalls from specialty cuisines from various Indian states
- Dance and music performances from various states
- Cooking workshops by guest chefs
- Culinary odyssey of a renowned chef
- Food walks in Aerocity hotels and restaurants
- Competitions in categories of cooking, mixology, photography and state fashion show

Where: The Square, Aerocity
When: January 13-14, 2024



Aerocity Entertainment Fest

To be organised by GMR Aerocity New Delhi and BW Businessworld, the fest will be anchored around music, with other entertainment elements like stand-up comedy, magic shows, arcade games, unique photo booths, kids' activities, fun contests etc. Interactive workshops, gourmet food stalls, and a lively artisan market will add layers of excitement, ensuring there's something for everyone.

Falling during the Valentines week, it will also showcase exotic chocolates and chocolate-based desserts.

The two-day festival promises to be an unforgettable escape for all who seek a perfect balance of upscale entertainment and weekend fun.

Where: The Square, Aerocity
When: February 10-11, 2024



LOVE IN THE SQUARE

A special occasion needs special location and for Valentines Day, The Square at Aerocity is the best venue to celebrate in style.

Aerocity is hosting the event 'Love in The Square' this year, and the event promises to be full of fun, with music, eating options, array of chocolates, activities and selfie corners providing just the right backdrop to mark the occasion.

Where: The Square, Aerocity
When: February 14, 12 Noon onwards



India CIO Summit 2024

Networking opportunities and moment to gain knowledge on digital infrastructure, DevOps strategies, cybersecurity, the AI revolution, and more

Where: JW Marriott Hotel New Delhi Aerocity

When: January 13-14, 2024



CII Artificial Intelligence Summit & Awards

Industry leaders to discuss challenges and opportunities that disruptive technologies have thrown, and what will distinguish winners from also-rans

Where: Hotel Pullman & Novotel, Aerocity New Delhi

When: February 26, 2024

ELSEWHERE IN DELHI

Music Anoushka Shankar Live in India

Acclaimed sitar player and daughter of Pt Ravi Shankar to perform in Delhi as part of her India tour

Where: Siri Fort Auditorium, August Kranti Marg

When: February 1, 2024

Distance from Aerocity: 14.1 km

Nearest Metro Station: Green Park on Yellow Line



Theatre Bharat Rang Mahotsav - National Theatre Festival

The biggest theatre festival showcasing India's holistic confluence, theatrical performances, exhibitions, director-audience dialogues and seminar-activities. A modern experiment of folk and traditional theater culture.

Where: House 1, Bhagwan Das Rd, Mandi House, New Delhi.

When: February 14-23, 2024

Distance from Aerocity: 17.6km

Nearest metro station: Mandi House



Exhibition India Art Fair 2024

Highlighting the hand-made collectible furniture, jewellery and fabrics by studios. Various Indian contemporary art galleries and modern galleries will be exhibiting at India Art Fair.

When: February 1-4, 2024

Where: NSIC Exhibition Complex, New Delhi

Distance from Aerocity: 19.1km

Nearest metro station: Okhla NSIC, Govind puri Metro Station.

Held by the Hand

Interpretations on landscapes with works from the 1940s to 2023 – from romanticised renditions to realistic portrayals to surrealist and abstract forms

Where: Vadehra Art Gallery, D-42, Defence Colony

When: Till January 19

Distance from Aerocity: 16.8 km

Nearest Metro Station: Lajpat Nagar on Violet and Pink Lines

Reverberation - A Group exhibition of paintings and sculptures by various artists

Where: Open Palm Court Gallery, India Habitat Centre

When: January 11-14, 2024

Distance from Aerocity: 15.4 km

Nearest Metro Station: Jor Bagh on Yellow Line

Food

Burrp Fest – The Original Food Festival

A food and nightlife festival showcasing pop-up bars and restaurants, curated fleas, quirk bazaar, leisure zones, cocktail bars and a lot more.

When: February 9 -11, 2024

Where: JLN Stadium, New Delhi

Distance from Aerocity: 17.3km

Nearest metro station: Jawaharlal Nehru Stadium on Violet line



Old Delhi Food & Heritage Walk (by Wander Women Project)

Savour the delicacies of old Delhi, explore the living traditions of the neighbourhood and enjoy the company of a group of history lovers with many anecdotes to share

Where: Starting from IGI airport

When: February 25, 2024 (3-8 pm)

Distance from Aerocity: 3 km

Nearest metro station: Aerocity Metro Station



Fashion

Spring '2K24

A London Market Platform designed to navigate the world of fashion, featuring independently selected and curated designers and market picks.

When: February 1,7 2024

Where: Sunder Nursery -

Delhi's Heritage Park, New Delhi

Distance from Aerocity: 18.5km

Nearest metro station: Jawaharlal Nehru Stadium, Lajpat Nagar, Jangpura

Expos

On Wheels; Pre-Owned Luxury Car & Bikes Expo

A large international exhibition of luxury cars, modified bikes and cars accessories; along with car insurance, car finance, etc.

When: January 19-20, 2024

Where: JLN Stadium, New Delhi

Distance from Aerocity: 17.3km

Nearest metro station: Jawaharlal Nehru Stadium on Violet line



ELEVATING EXPERIENCES

for tourists and business travellers

Miniso's affordable and stylish products are an ideal choice for travelers seeking gifts, and everyday necessities.

Additionally, given Aerocity's hosting of business centers and corporate offices, the Miniso store can conveniently serve business travelers in need of

last-minute essentials or relaxation post-work. The presence of luxury hotels in Aerocity also presents an enticing opportunity for Miniso to attract hotel guests seeking shopping and leisure experiences during their stay.



Shop No.4, Ground floor, World Mark 1, Aerocity, Mahipalpur, New Delhi, Delhi 110037



SCAN TO FOLLOW FOR LATEST UPDATES



MULTIPLE & SPEEDIER TRANSPORT MODES, LIFELINES OF AEROCITY GBD

Aerocity's Hospitality, Downtown and Gateway Districts would benefit from the ever-growing transport network connecting the airport to Delhi NCR

By Team Aerocity Live

Seamless connectivity is among the key drivers of success of Aerocity. Attracting international and domestic travellers – both business and leisure – as well as daily commuters, Aerocity prides itself on being a location which can be accessed with great ease.

The nexus of multiple modes of transportation not only elevates the convenience for global and domestic travellers but also transforms the very fabric of daily commuting. The ease with which one can navigate in and out of Aerocity for a day of business or a leisurely stay resonates not just with comfort but with the efficiency demanded by the fast-paced global economy.

The magnetism created by these transport networks extends Aerocity's influence beyond the city's boundaries, creating a hub where business, innovation, and opportunities intertwine.

A Skyport of Global Proximity:

Amazingly close to Aerocity lies the gateway to the skies – the world-renowned Indira Gandhi International Airport (IGI). A mere 10-minute drive away, this aviation marvel, the second busiest airport globally, welcomes over 65 million travellers annually. In the pre-Covid year of 2019, this aviation hub served an astonishing 69.5 million passengers and handled a staggering 9,63,000 tons of cargo, solidifying its status as a global transport juggernaut.

Connectivity is the heart of IGI Airport, linking GBD to 75 international destinations and 69 Indian cities, creating a web that spans the globe.

The airport's peak-hour demand, standing tall at 12,494 passengers, is a testament to its efficiency, placing it on par with the



busiest airports globally. It's not just a gateway; it's a bustling nexus where the world converges, and aspirations take flight.

As GBD emerges as a global business powerhouse, the IGI Airport serves as its wings, propelling it to new heights. The numbers speak volumes, but the impact is immeasurable. In every takeoff and landing, in every cargo shipment and passenger journey, IGI Airport stands as the pulse of connectivity, seamlessly linking Aerocity to the world. The skies above Aerocity aren't just pathways; they're gateways to opportunity, making this district not only a hub of commerce but a dynamic force in the global aviation landscape.

Imagine the convenience of jet-setting into Delhi for a day of crucial business conferences, ensconcing yourself in the safe and hygienic embrace of Aerocity, only to glide back to catch your return flight the same day or early next morning.

Metro Marvel:

Aerocity stands as a testament to progress, and its connectivity echoes this sentiment. The Airport Express Metro line links Aerocity to the airport, Dwarka, and Central Delhi at a speed that defies the conventional. Glide past the hustle, bustle, and traffic, reaching your destination with unprecedented speed, all while enjoying the cool cocoon of the Metro. Commuters from far and wide, especially from the east and north of Delhi, now find their journeys to Aerocity hassle-free, making it a prime choice for work and business.

Rapid Transit Reshaping the Region:

Enter the era of the Regional Rapid Transit System (RRTS) in Delhi NCR, evolving at a breathtaking pace. This transit marvel is set to redefine the movement of people from neighbouring towns and cities like Meerut, Panipat, and Alwar. Picture this: a non-stop journey covering 100 km in under 45-50 minutes. The RRTS is not just a transit system; it's a conduit for creating new markets and opportunities. Aerocity, at the nexus of this exemplary transit network, becomes a hub where time is not just saved but invested in unlocking new realms of potential.

Gateway and Downtown Delight:

The already thriving hospitality district and the upcoming Gateway and Downtown Districts of Aerocity bask in the glow of these transport arteries. With each passing moment, they stand to benefit from the seamless fusion of global and local connectivity. From an enriched talent pool to an expanded business catchment area, and a surge in visitors flocking to Aerocity for myriad purposes, the possibilities multiply exponentially. Aerocity isn't just a destination; it's a convergence point where the world meets for business, innovation, and limitless opportunities.

NEW OPENINGS

Sugar & Spice Bakery, Now In Aerocity



Visitors to Aerocity can now enjoy a range of delectable items at Sugar & Spice. Born from a quest for the familiar and the simple amidst a chaotic, ever-changing world, Sugar & Spice Bakery is a space where traditional simplicity is treasured. Here, aroma of freshly baked goods mingles with the hum of conversations, sparking imaginations and fostering a sense of connection.

Since its humble beginnings in 1989 as the city's premier bakery and delicatessen within a five-star hotel chain, Sugar & Spice has embarked on a remarkable journey. Over time, it has expanded our horizons, introducing a hypermarket format across various locations, offering an extensive array of products.

Equipped with cutting-edge technology from its Italian partners, Mondial Forni, coupled with a dedicated team and a steadfast commitment to our customers, it has solidified our position as the brand you know and trust today.

In a city teeming with bakery options, Sugar & Spice has carved a distinctive niche. Its strategy hinges on simplicity, accessibility and unparalleled quality at affordable prices. Whether craving savoury delights or seeking a sweet indulgence, it offers an array of options to cater to your desires.

Drawing inspiration from the enchanting story of 'Hansel & Gretel', the brand encapsulates the whimsical essence of candy, sugar, and spice—a tactile homage to sprinkled sweetness and flour-dusted treats, catering to the palates of both kids and adults alike.

NEW BEGINNINGS

Sunaina Manerker Joins As Resident Manager At Pullman & Novotel New Delhi Aerocity



Pullman & Novotel New Delhi Aerocity has appointed Sunaina Manerker as the Resident Manager, tasked with leading the operations team for the 670-room complex.

Manerker brings an impressive 23-year legacy in the hospitality industry, showcasing unparalleled expertise in hotel operations and a proven track record of excellence in pre-opening management. Her journey commenced at the Le Meridien in Delhi, paving the way for a diverse career trajectory. From her role as the Executive Assistant Manager at Alila Fort Bishangarh and AlilaDiwa Goa to spearheading the Rooms Division at Ramada Caravela Beach Resort Goa and holding strategic positions at Crowne Plaza Today Gurgaon and Radisson Blu Delhi, Sunaina has honed her skills in market-driven planning and financial management. Noteworthy contributions include her pivotal roles in the successful pre-openings of Alila Fort Bishangarh and Radisson Blu Pune Hinjawadi. Sunaina also served as the General Manager at Grand Mercure Mysore during her four-year tenure with Accor.

Manerker holds a bachelor's degree in commerce from Delhi University and pursued her diploma in hotel management at IHM Ahmedabad. Her accolades include the 'Women Leader of the Year 2022' award from the Women Leader Forum. Committed to various organisations like the Women's Indian Chamber of Commerce and Industry and SKAL Mysuru International, Sunaina remains dedicated to delivering exceptional guest experiences and fostering success with her team.



GMR Aerocity Awarded Best Hospitality & Business District At Hotelier India Awards

GMR Aerocity New Delhi was awarded the Best Hospitality & Business District at Hotelier India Awards. The awards, held at JW Marriott New Delhi Aerocity, saw who-is-who of hospitality celebrate the achievements of the winners in various categories.

The guest of honour was His Excellency Mohamed Maliki, Ambassador, Embassy of the Kingdom of Morocco.

The award for Aerocity was a recognition of its vibrant ecosystem offering an array of experiences for visitors and business travellers alike. With its state-of-the-art facilities, Aerocity provides the perfect blend of hospitality, fine dining, entertainment and cultural activities, making every visit memorable.

The Posthumous Lifetime Achievement Award was bestowed upon the Late PRS Oberoi. The Life-



time Achievement Award was presented to Jyotsna Suri, Chairperson and Managing Director, The Lalit Suri Hospitality Group and the Hall of Fame Awards went to celebrity Chef Sanjeev Kapoor and Harshvardhan Neotia, Chairman, Ambuja Neotia Group.

Now in its 14th Year, the Hotelier India Awards recognises a broad range of front and back-of-house roles, from housekeeping managers to chefs, marketing experts to engineers, and HR professionals to revenue managers.

Mesa Mexicana: Culinary Fiesta Of Mexican Flavours At Holiday Inn Aerocity

Holiday Inn Aerocity recently concluded Mesa Mexicana, a week-long culinary extravaganza that showcased the vibrant and diverse flavours of Mexican cuisine. The event featured the renowned Chef Tania De La Torre Tovar, who flew in from Mexico to curate a special menu at Viva, the global cuisine restaurant.

The inaugural day saw the esteemed presence of Mexican Ambassador to India, Federico Salas, along with other dignitaries. They indulged in a delightful dinner at Viva, marking the commencement of a week filled

with Mexican culinary delights. Throughout the event, Viva was transformed into a lively haven of Mexican flavours, offering live counters for nachos, tortillas, quesadillas, churros and more.

Chef Tania de la Torre Tovar and Executive Chef Sumit Sabharwal's specially curated menu showcased the rich tapestry of Mexican cuisine, tantalising the taste buds of guests with each dish. The restaurant was meticulously adorned to create an ambiance that resonated with the true spirit of Mexico, complemented by signature cocktails crafted by expert mixologists.



Music From Around The World At ibis New Delhi Aerocity

The ibis Music Global Tour arrived in India on 24 November 2023, following successful stops in the UK, Spain, Portugal, Germany, Mexico, China, Berlin and Belgium. The tour continued to captivate the Indian audience at ibis New Delhi Aerocity.



ibis New Delhi Aerocity hosted an unforgettable evening of live music, featuring acclaimed artists Aastha Gill and Varun Jain. Guests were transported to a world of captivating melodies as they celebrated musical diversity and emerging talent. The spotlight shone particularly bright on Aastha Gill, the main attraction of the event, while Varun Jain's performance, uniquely curated for this special occasion, added an extra layer of magic that left the audience mesmerised and yearning for more.

ibis seamlessly integrated food and entertainment to create a complete and im-

mersive experience.

Guests savoured the specially curated food menu while enjoying captivating melodies, creating an unforgettable evening that enhanced the overall ibis experience.



Tears To Triumph: GMR Aims To Bring Back That Missing Smile



In 2020, GMR Varalakshmi Foundation initiated Project SMILE, a noteworthy initiative designed to assist families severely affected by the Covid-19 pandemic.

GMR Varalakshmi Foundation (GMRVF) is the charitable arm of the GMR Group, committed to improving livelihoods, health, and education in 17 Indian locations while making a lasting impact in marginalised communities.

They started their journey in Delhi in 2006, reaching five communities around the airport and other areas in Delhi. The Vocational Training Institute in Dwarka, which trains over 10,000 young people in a variety of trades with an impressive 85 per cent settlement rate, is a noteworthy accomplishment in Delhi. The foundation actively promotes women's empowerment by engaging in income-generating activities.

In 2020, GMRVF initiated Project SMILE, a noteworthy initiative designed to assist families severely affected by the Covid-19 pandemic. The primary aim of the project has been to understand the effects of the pandemic on people and communities, and then provide tailored assistance.

Two surveys were carried out to evaluate the pandemic's effects, and the results showed important issues like job losses and food insecurity.

Collaborating with NGOs, beneficiaries were identified based on specific criteria. These included low-income individuals, those who had lost their jobs, families who had lost a breadwinner, and widows looking for new ways to support themselves.

Beneficiaries received push carts to initiate small-scale businesses like fruit vending, fast food preparation, tea stalls and food joints. The selection of livelihood activities considered low investment, quick turnaround time, existing skills and immediate implementation.

The project unfolded in three stages. The first phase (2020–21) started right after the lockdown. It provided assistance to 109 people in the areas of Savda, Srinivaspuri and Burari. In second phase (2021–2022), at least 367 beneficiaries were identified who had lost their breadwinners during the second wave. Whereas, third phase (2022–2023) focused on sustaining beneficiaries' businesses, which included linking them with the Municipal Corporation of Delhi for vending registration and the PM SvanidhiYojana scheme for collateral-free loans.

The SMILE initiative has empowered 564 families. Surveys indicate that nearly 80 per cent of beneficiaries continue their chosen livelihood options and earn a substantial income.

Rafia from Bawana JJ colony, a beneficiary, said, "I have taken a loan under the scheme and expanded my business from selling vegetables to retail products during festivals."

The SMILE initiative is more than just a livelihood support programme. It is a ray of hope and empowerment that enables those impacted by the pandemic to create better futures for themselves and their families.

The primary aim of the project has been to understand the effects of the pandemic on people and communities, and then provide tailored assistance

Winters and Christmas time bring out the festive best at The Square in GMR Aerocity. A number of activities were organised at this venue in December, celebrating the Christmas and New Year fervour

Magic Of Christmas At **MERRY CITY**

Christmas celebrations were made truly special Merry City, organised at The Square in Aerocity on December 24-25. The festive event had an authentic Christmas market that brought the holiday spirit to life, featuring a delightful array of brands that embodied the essence of Christmas.

From charming and quirky souvenirs to ex-

quisite ornaments and festive decor, from delectable confectionery to heartwarming seasonal beverages, from beautiful Christmas decoration to bags and other accessories, Merry City became the one-stop destination for all things Christmas. It was an enchanting holiday shopping experience that set the perfect tone for your festive celebrations.

The Square witnessed

the magic coming alive on Christmas eve and Christmas day by providing for a cozy and inviting atmosphere that captured the true spirit of the season. It was an occasion filled with entertainment, engagement, and a whole lot of fun at Merry City. Conclu-

sion: it was not just a market; it was a truly magical & unforgettable experience. But that was not all. Visitors who shopped at Merry City, also got a chance to win exciting prizes. It was Aerocity's way of spreading the joy of giving during the festive season.



CRAFT CITY:

A SHOWCASE OF INDIA'S RICH CULTURAL HERITAGE

At Aerocity, the best of Indian crafts traditions left the visitors immensely proud of the rich tapestry of our culture



Kiran Nadar addressing the gathering at Craft City



Craft City, organised in November 2023, aimed to rekindle the appreciation for forgotten art forms and reintroduced the attendees to the incredible experiences of our talented artists. The event featured stalls from various corners of India, offering engaging workshops in pottery, Rogan painting, embroidery, and a myriad of other artistic endeavours. In addition to

this, there was a delightful array of cultural music performances, and shopping opportunities. GMR Aerocity collaborated with known public figures, invited schools and created more hands-on experiences that stood out. It curated a platform that became a window reflecting the effort & time that goes into creating different kinds of art that are gradually fading with time.

A host of artisans together show-

SOME HIGHLIGHTS OF THE EVENT:

- Gond Art
- Pottery DIY
- Rogan Art DIY
- Pattachitra DIY
- Chamba Rumal DIY
- Kathputli Show
- Sketch Art
- Face Art
- Hair Braiding
- Flute and Sarangi Performances
- KNMA Artistic Walk



cased their crafts live that mesmerised the visitors and provided a newfound respect towards these traditional Indian artforms. In partnership with Kiran Nadar Museum of Art, Aerocity nurtured this concept with an interactively intriguing maze that represented the bylanes of India. The lost or fading heritage arts were explored through an engaging opportunity where visitors became the artist as they fill in the gaps!

GMR AEROCITY'S D2C FEST

RESHAPES ENTERTAINMENT

The weekend extravaganza had a blend of diverse activities, including leadership sessions, musical performances and an immersive shopping experience

By Team Aerocity Live

GMR Aerocity Fest successfully unveiled its inaugural edition of 'D2C Fest: Celebrating Life Offline' along with a unique shopping, dining and entertainment experience. This two-day outdoor festival redefined the concept of a perfect weekend, offering a diverse range of experiences and activities for everyone to indulge in.



A large number of brands across a range of segments participated and had their stalls at the event. These included **T.A.C - The Ayurveda Co.** in Ayurveda segment; **Noise** in consumer electronics, **Creatively Curated** in hand crafts; **Beany, Lopera** and **Hong's Kitchen** in F&B; **Nourish Mantra** and **Sereko** in skin care; **Phool** in retail segment; **Eco Soul** in lifestyle products; **Sirona** in women's hygiene; **Fitspire** in health supplements and **Perfora** in oral care, among others.



Panel Discussion on 'The Online & Offline Confluence'

The festival kicked off with a grand curtain raiser on November 24. There were two powerful panel discussions on this occasion.

'The Online & Offline Confluence' featured **Ayushi Gudwani**, Founder, FS Life and **Sidhant Ganeriwalla**, CEO, 'The Online & Offline Confluence' featured **Ayushi Gudwani**, Founder, FS Life and **Sidhant Ganeriwalla**, CEO, Manan, in conversation with **Resham Suhail**, Editorial Lead, BW Disrupt (above).

The session on 'CX: Premiumisation & Personalisation Via Tech & Touch' (below) followed, with **Shaily Mehrotra**, Founder & CEO, Fixderma and **Nikita Prasad**, Co-founder and Creative Head, GIVA.



Curtain raiser by Team GMR and Team BW Businessworld



Performance by Mastaane



The day concluded with the curtain raiser for the D2C Festival and a musical evening by Mastaane.

Day 1 promised an array of activities starting with the grand opening of the exhibition and shopping throughout the day. The emcee, **Ravin Kundu**, delivered the opening speech. A leadership session on 'Seasonal Hits: Decoding The Success Mojo' (right) featured **Bharat Bansal**, Co-founder, Nirmalaya; **Siddhant Gupta**, Founder, Chique; **Mohit Khanna**, Executive Assistant Manager, Pride Plaza Hotel and **Vipen Jain**, Founder & CEO, Fitspire, in conversation with **Reema Bhaduri**, Editorial Lead, BW Businessworld (Right).

There were some stellar performance during the 'Battle of The Beats', featuring music bands like Illume the Band, Projekt FTW and The Act of Death.

Another leadership session was on 'Maximising the Customer Base: Cracking the CAC Code' included discussions with **Dhiraj Agarwal**, Co-founder & CEO, Campus Sutra; **Rahul Singh**, Co-founder of EcoSoul Home; **Sreedha Singh**, CEO & Co-founder, TAC and **Priyanka Sachdeva**, Founder, Core & Pure (Below). The musical journey continued with PB&J in the Battle of Beats.



Performance by Edwin Fernandes



Standup comedy show by Ravi Khurana



'Maximising the Customer Base: Cracking the CAC Code'

A standup comedy show by **Ravi Khurana**, Ambient Music and a musical evening by Edwin Fernandes marked the evening. The festival remained open for shopping, food, music and celebrations.

Day 2 began with the continuation of the exhibition and shopping experience throughout the day. There was a leadership session on 'Scaling It Right: The Pursuit of Profitability' featuring Tushar Khurana, Co-founder, Perfora; **Malvika Jain**, Founder & CEO, Sereko; **Apurv Misal**, Head – Marketing, Phool.co; **Piyush Gupta**, CEO, VOSMOS and **Utsav Malhotra**, COO, Noise, in conversation with **Reema Bhaduri**, Editorial Lead, BW Businessworld.



'Scaling It Right: The Pursuit of Profitability'



Winners pb&j receiving the award from Dinero Ash

The 'Battle of The Beats' continued at the amphitheater with music bands like The Fusionist, Saajh, Priyamvad & The Collective and Escape.

Leadership session on 'Influencer & Celeb Marketing Driving D2C' included insights from **Aakriti Rawal**, Co-founder, House Of Chikankari; **Yamini Jain**, Influencer & Founder, Neon Berry Media and **Samayesh Khanna**, Co-founder, Beanly, in conversation with **Devika Kundu Sengupta**, AGM Conference Production, BW Businessworld (Right).



'Influencer & Celeb Marketing Driving D2C'



Performance by First runners-ups Young Blood



Dinero Ash enthralled with his performance



Emcee Ravin Kundu engaging the audience

The musical journey concluded with Young Blood, Advaita Club, Ambient Music, the Battle of The Beats Award Ceremony, a Musical Evening by Dinero Ash and an Illuminating LED Dance Spectacle by Phoenix Angels.

The 'D2C Fest' promised a blend of entertainment, knowledge sharing and cultural experiences, making it an ideal weekend retreat for the residents of Delhi-NCR.

EXPERIENTIAL MARKETING

SUMMIT & AWARDS 2024

IN ASSOCIATION WITH



NOMINATE NOW!!!



**MARCH 2024
NEW DELHI**

JURY CHAIR

SANJEEV KUMAR BIJLI
Executive Director
PVR INOX

JURY PANEL



KUMAR TAURANI
Managing Director
Tips Industries

SANJAY BHUTANI
Managing Director - India & SAARC
Bausch & Lomb India

NAVEEN SONI
President
Lexus India

DR ANNURAG BATRA
Chairman & Editor-in-Chief,
BW Businessworld
and Founder,
exchange4media Group

HIMANSHU KHANNA
Chief Marketing Officer
Raymond

VIRAT KHULLAR
Assistant Vice President &
Vertical Head, Marketing
Hyundai Motor India

INDUSTRY STALWARTS/DOMAIN EXPERTS/TECHNICAL PANEL



ANIL SINGH
Founder & Managing Director
Procam International

DHRUV DAVAR
Chief Executive Officer
Inextis Events

GOUR GUPTA
Chairman and Managing Director
Tribes Communication

HARI KRISHNAN
Managing Director and Head - Publicis Content
Publicis Groupe India

SABBAS JOSEPH
Founder - Director
Wizcraft International Entertainment

NAVEEN KUNDU
Managing Director
EbiXCash Travel Services



SAIKOT DAS
Marketing Director - South Asia, Middle East & Africa
Levi Strauss India

PRIYANKA (MALHOTRA) SETHI
Director & Head - Marketing
Haier Appliances India

TUSHAR MALHOTRA
Head - Marketing
Bisleri

AKUL NARULA
Head - New Business (Sales & Partnerships)
Paytm Insider

RABINDRA NARAYAN
Managing Director & President
PTC



PRAMOD LUNAWAT
Founder & CEO
Millennium Event and Marriageuana

SAMIT GARG
Owner
E-Factor

SUSHMA GAIKWAD
Co-founder
Ice Global

VIJAY SUBRAMANIAM
Group CEO and Founder
Collective Artists Network

GITIKKA GANJU DHAR
Anchor
Ministry of Talk - Made in India

FOR PARTNERSHIP OPPORTUNITIES, PLEASE CONTACT:

Aparna Sengupta, aparna@businessworld.in, +91 9958000128
Anjeet Trivedi, anjeet@businessworld.in, +91 9818122217
Ravi Khatri, ravi.khatri@businessworld.in, +91 9891315715
CS Rajaraman, rajaraman@businessworld.in, +91 9342262859
Somyajit Sengupta, somyajit@businessworld.in, +91 9818247444
Kiran Dedhia, kiran@businessworld.in, +91 9833399009

Sajjad Mohmmad, sajjad@businessworld.in, +91 9911855935
Shruti Arora, shruti.arora@businessworld.in, +91 7982628913
Deepak Bhatt, deepak@businessworld.in, +91 9429423232
Faizuz Ahmed, faizuz@businessworld.in, +91 9820668333
Santosh B Singh, santosh@businessworld.in, +91 9820129879
Nitinand Pawar, nitinand.pawar@businessworld.in, 9456639006

FOR NOMINATIONS, PLEASE CONTACT:
Shivam Popli: +91 88003 29489,
Shivam.popli@businessworld.in

ART MEETS HOSPITALITY IN AEROCITY

Hotels and restaurants have promoted and curated a rich collection of paintings and sculptures, making these spaces a must-visit spots for art lovers. Here's a glimpse at some of the art works

Aloft, New Delhi Aerocity

The stunning aesthetics of this property illustrates the ideal culmination of contemporary and futuristic infrastructure.

The entire art collection in the property has been carefully curated with a unified message transcending through all the art pieces – **'Courage to Innovate'**.

Aloft is equipped with a picturesque lobby that provides the property with a refreshing dash of colour. It is naturally lit and adorned by artifacts and pieces of art that have been carefully selected. There are various artworks in the hotel in every corner which makes the hotel more vibrant.

The hotel has curated an atmosphere that inspires and invigorates. Each piece tells a story, creating a visual tapestry that resonates with the hotel's dedication to offering an unforgettable stay, where innovation and creativity thrive.

One of the finest pieces of art that are on display in the hotel is a **picturesque landscape piece** created by the acclaimed artist, Gauri which adorns the wall behind the Infinity pool on the 3rd floor and provides the guests with a beautiful image to enjoy whilst relaxing.

Yet another captivating artwork is the Madhubani painting in the main lobby, showcasing our society's reverence for nature and the highly evolved traditional art forms.



Hotel Andaz New Delhi Aerocity

All the art pieces and structures at Andaz Delhi have been curated by Rajeev Sethi, and have a rich history behind them that ties with the rich culture and history of Delhi. Since its inception, Andaz Delhi has aimed to promote the heritage of Delhi, through their '401 reasons to fall in love with Delhi' book, and the hotel's art also plays a huge part in the same.

Kashmiri Atrium Art: This art piece is a visual narrative of a gate or an entrance, hence seven layers of the puzzle panels. The seven gates of Delhi were the inspiration behind this art piece.

If you turn to the magnetic north from the centre of the city, you are bound to face the Kashmiri Gate. Similarly, when you face the magnetic north from the centre of the Andaz Delhi lounge, you are bound to face the Atrium Kashmiri Art piece.

Designer: Sachin Sachar – responsible for putting together the puzzle panels; Kashmiri artists did all the Kashmiri hand painting on each section of the panels

Memory Cupboard of Delhi: This art piece metaphorically describes the Delhi city structure, where contemporary urbanisation is juxtaposed with traditional frames. The piece is based on the concept of a 'Complimentary

Haiku'-Japanese form of poetry with 17 syllables, in three lines of 5, 7 and 5, rationally evoking images of the natural world.

Artist: BM Kamat

Tower of Victory: This artwork immortalises the tension between a male and a female artist. The art piece is a take on the Kawads of Bhilwara, Rajasthan. They create a narrative of India's 'Original Television', wherein one discovers stories by opening panels that eventually reveal the innermost panel, or the mobile shrine.

Artist Couple: Tanmoy & Mehula

Tea Garden Art Piece –Double Helix: Starting from the Harappan Empire or the Gupta Dynasty, leading up to the Medieval Period, brick as a unit was the constant element used in all construction.

Thus, the art piece uses imitations of bricks through different periods to represent the evolution of the city through a double helix. Throughout the helix are carved iconic representations of Delhi – such as the Lotus Temple, India Gate, the Rashtrapati Bhawan, the dome of Bangla Sahib, the Mughal Gates and many more that may be discovered upon exploration.

Artist: Local Artists chiselled out the carvings on this double helix.



JW Marriott Hotel New Delhi Aerocity



The lobby of JW Marriott New Delhi features a majestic sculpture by Nikolas Weinstein, marking his inaugural project in India. As Weinstein articulates, “There are two things on which I focus in my work: **every piece must be unique, and every piece must innovate.** Said differently, we hope to sculpt pieces that would not really make sense if they were removed from the space for which they were designed, and this ensures that every piece is one-of-a-kind.”

The design process commenced by

examining the specific shape and scale of the hotel lobby. The number of elements constituting the sculpture and their placement are intricately tied to the unique characteristics of the space.

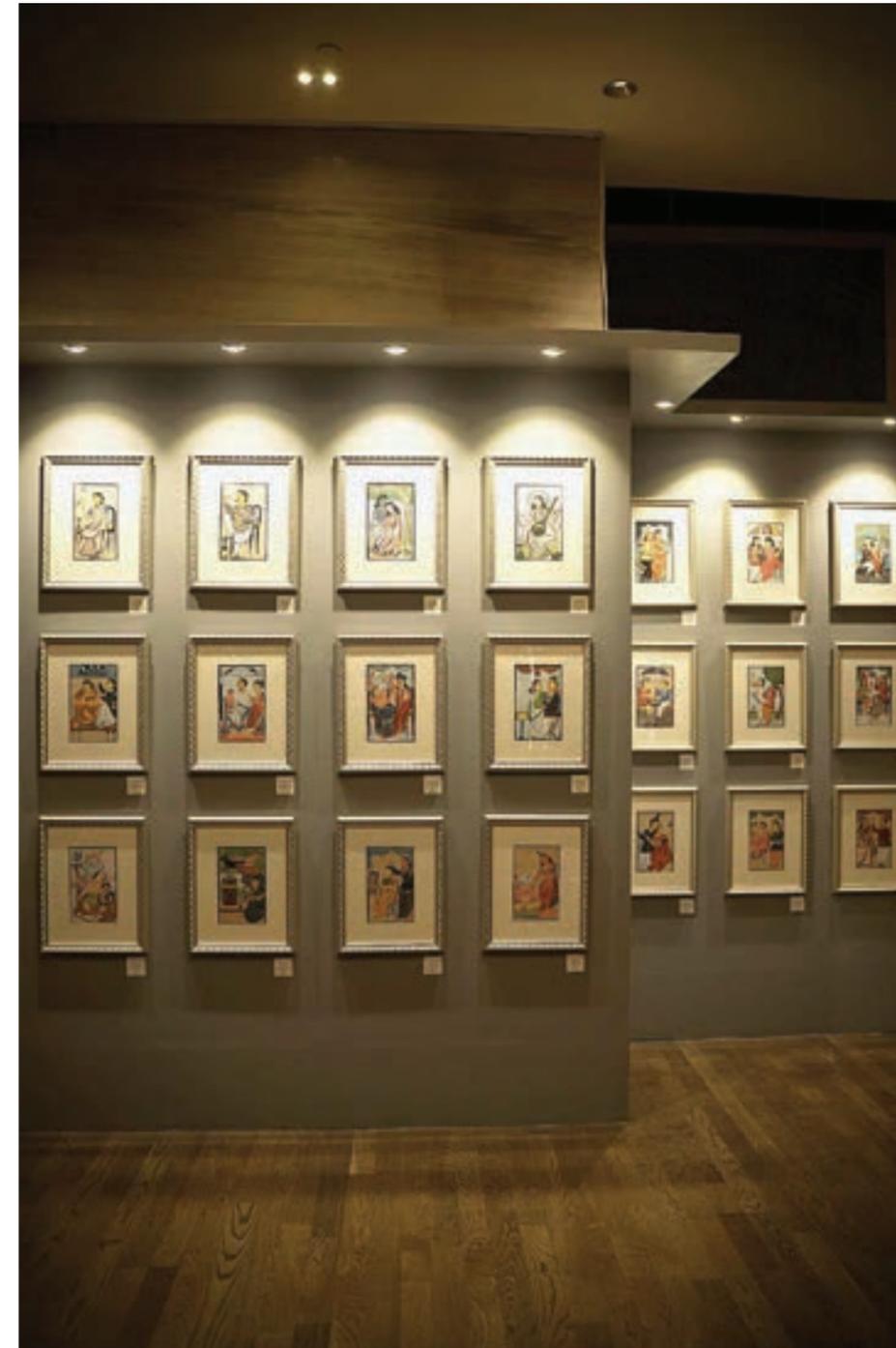
A particularly dense and complex segment of the sculpture is situated directly over the bar area, a focal point for guests. This positioning allowed the sculpture to extend low, benefiting from the shelter provided by the bar's footprint, creating a perception that the sculpture is just out of reach.

The entire piece was conceived and crafted in San Francisco, later col-

lapsed and shipped to India, resembling a colossal piece of origami. On-site, the team unfolded the sculpture, meticulously sculpting the artwork in the room itself over a month.

This remarkable sculpture is composed of 35,330 custom-made glass tubes, covering a total area of 119.9 square meters. Each glass tube is affixed to a stainless steel rod using a stainless steel aircraft cable, forming individual glass panels. The total length of the cable utilised for this sculpture, if laid out, would extend to 4.7 kilometers

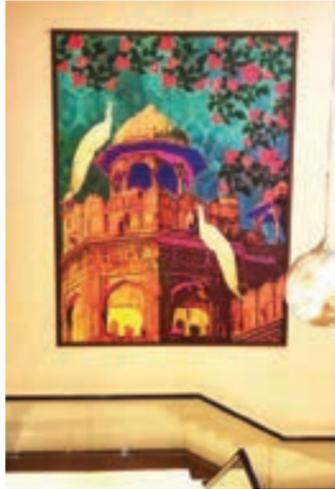
Hotel Pullman, Aerocity, New Delhi



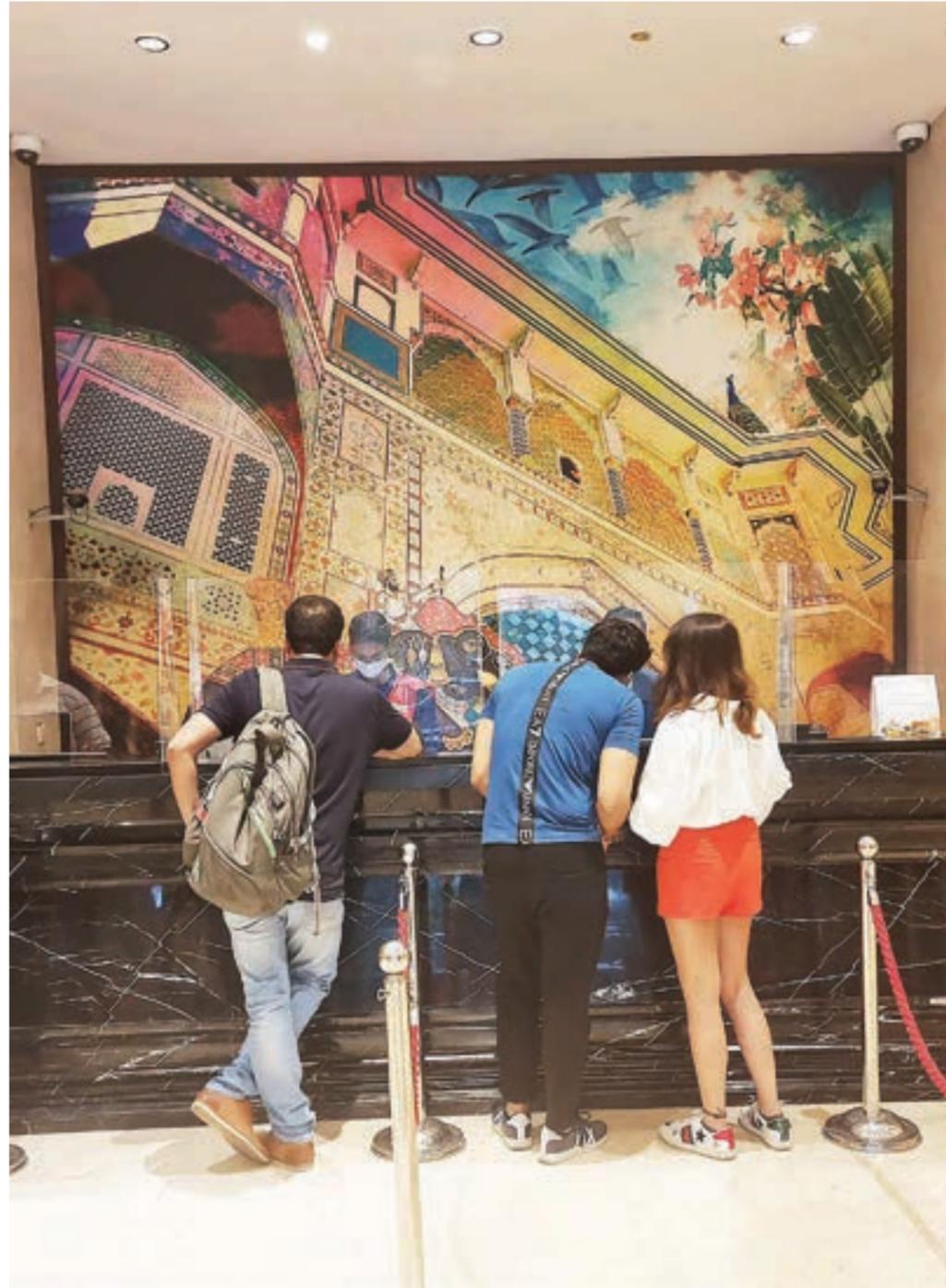
Art is deeply ingrained in the DNA of Pullman New Delhi Aerocity, reflecting a profound passion and a firm belief in the transformative potential of art. **Tour de Art** by Pullman New Delhi Aerocity and The Art Registry have unveiled the **Kalighat Paintings**. A 19th-century traditional Indian art form from the then colonial Calcutta, derives its name from the Kalighat Kali Temple, where they originated. These paintings are a collective effort of village artists known as patuas, often from the same family. This collaborative process involves diverse tasks, where some members grind ingredients to create home-made dyes, while others meticulously draw the outlines of the figures or imbue the artwork with vibrant hues and intricate motifs. The paintings are made using natural, water-based colours, and fine-haired brushes.

Kalighat paintings are a reflection of the social and political atmosphere of 19th century Bengal and often a satirical take on the 'babu' culture that the artists despised. The famous **'Babu-Bibi' (Man & his Mrs) depictions**, cover the entire gamut of human emotions, from romantic love, family duty to fear and satire, including comical scenes from daily life.

Recognising the cultural significance, The Art Registry and Pullman New Delhi Aerocity have played a crucial role in empowering Kalighat artists. These artisans share their captivating creations on this platform with art enthusiasts worldwide while fostering a continued passion for this unique art form.



Hotel Pride Plaza, New Delhi Aerocity



The modern comforts offered by the hotel are aesthetically juxtaposed with the art showcasing built heritage.

Artist **Krsna Mehta** has done paintings based on monuments of India. Guests can cherish the hospitality experience under the chhatris of a medieval palace, or observe the intricate jaali work that was an integral part of the buildings of yesteryears.

Mehta is known for liberally using the idiom of Indian motifs in items of everyday use, like home décor, fabrics, fashion, furnishings and wall decorations. His depiction of our heritage, including monuments, natural scenes and flora and fauna exemplify Indian art sensibility.

Among the recurring themes are the panorama of Fatehpur Sikri, smaller spaces, chhajjas, jharokhas, Indian birds and flowers and natural splendours. And Hotel Pride Plaza has very wonderfully incorporated some of these art works into its spaces.

Art In Amazon



Aerocity is characterised by open spaces where visitors can spend considerable time relaxing. The art work at Amazon near the food court especially helps one relax, with its mega painting installation of a jungle. The fountains, metallic structures hugging the sky, and the temporary installations that match the occasion, all add to the artistic value of the common areas at Aerocity.

Art And Ecology

Art is about making a statement and the installation of a striking tiger at The Square in Aerocity, made entirely from recycled plastic bottles, brought home the point of 'Reuse, Recycle and Refuse'. Plastic has caused much menace globally, and this art work emphasised the need to alter our consumption pattern. The installation also brought into focus the need to protect the habitat of tigers who are dwindling in numbers.



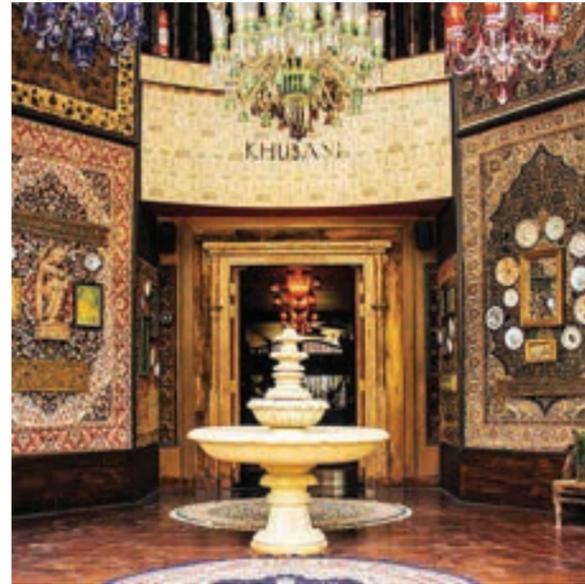
Photograph by: Shivaji Sengupta

Classical & Kitsch Art In Restaurants

Art in myriad forms has been used in several restaurants of Aerocity. Here's a glimpse into some of the restaurants:



▲ **Qavalli:** Tinted glass chandeliers in red and green are juxtaposed against a highly ornate ceiling and pillars, creating a mood of Mughal court. Large photographs of some popular Qawwali singers enhance the ambience, as one waits for the servings to arrive.



▲ **Khubani:** This restaurant epitomises grandeur. The enigmatic walls covered with antique photographs and wall-hangings, truly makes this place Instagram-able. The venue's mystical, dark red lighting and chandeliers from all around the world combine to create an exquisite atmosphere. Rugs from Rajasthan with delicate tikari work cover every part of the venue, adding a special touch.



▲ **Plum by Bent Chair:** Every furniture piece and cutlery item at this restaurant is an art work in itself, so much so that you can actually purchase the item that you like.

▲ **Underdogs:** A haven for sports lovers, Underdogs offers a unique experience, with multiple TVs strategically screening a variety of sports. One wall is adorned with framed pictures of all the players, with the champions' group picture positioned below, creating a visually captivating display. This thoughtful arrangement gives patrons a feeling of being immersed in the excitement of watching all the matches together.



▲ **Dhaba:** This restaurant uses popular imagery, including paintings of Indian actors, unapologetically. The kitsch art work makes a loud and clear statement what gourmet experience one can experience here – traditional north Indian food. Sitting under a giant imagery of Indian film stars and slogans, one is bound to have an enjoyable eating experience.





Cloud gate, Chicago by Anish Kapoor

WHEN ART STEPPED OUT OF THE GALLERY

When we interact with public art, it makes us reflect on the current environment and nudges us to improve what we must in our lives and society

By Jyotsna Sharma

When you look at an artist's work, you can see the reflection of the current time and the society. Through their work, artists tell stories and at times are able to affect change in some key aspects of society. This is particularly true of public art; this is because of the meaning it is trying to convey, the material it is made with and the place of installation or showcase. Since it is displayed in a public space, it is accessible to everyone and engages the community while enhancing the aesthetics of the space. Think of British-Indian sculptor Anish Kapoor's work in New York & London and work by Indian artists across cities in India.

When was the last time you interacted with public art you encountered? Did you simply pass by or did you reflect on the meaning of the work?

If we look at why public art is important for a city we live in, several aspects come to mind. It helps initiate dialogue on crucial aspects that affect the community in addition to beautifying the space where it is placed or created. **Simone Mody**, Curatorial Specialist, AstaGuru Auction House, believes that public art plays a pivotal role in preserving and enhancing our artistic heritage. She says, public installations



Simone Mody

Pearl Uppal



Mini Sood Banerjee

Public art helps initiate dialogue on crucial aspects that affect the community in addition to beautifying the space where it is placed or created

serve as cultural markers, reflecting the identity and values of a city.

"In India, artists like Valay Shende exemplify the power of public art. Shende's installations in Mumbai, such as 'The Thought Sculpture' at Kala Ghoda, pay homage to the city's labour force. Similarly, Subodh Gupta's monumental works, like 'Line of Control' in Delhi, bridge the gap between contemporary art and societal narratives. The vibrancy of public spaces in India is further enriched by the contributions of contemporary artists like Shilpa Gupta, who makes interactive installations challenging social norms," says Mody.

Contribution to the community

Moving out of galleries and museums, art in public spaces is a reflection of the environment we live in,



these pieces of public art go a long way to add cultural and social value to our lives. While creating these, artists usually interact with architects, land authorities, designers and the larger community. This way, what the space will look like and the message is collectively decided. When we interact with the piece, it can make us reflect on the current environment and nudge us to improve what we must in our lives and society. "Public art also celebrates diversity, representing different facets of a city's population and history," highlights Mody.

Mini Sood Banerjee, Assistant Director and Head - Marketing and Training, Amorepacific Group, states, "Public Art is a means of expression for me. Whenever I pass through a place, looking at various artworks, it immediately adds to the visual quality of the urban environment. Art is a strong medium to propagate or spread a message; it holds the power of creativity and can aesthetically express a cause, value or an issue that society embraces. One of the most evident locations to appreciate public art in Delhi is the Lodhi District. The wide range of

murals and sophisticated works engage and inspire viewers like me and adds more colour to a city like Delhi."

Positive effect on health and well-being

Researchers have found that engaging with art, viewing it or creating it can help overcome a host of mental health issues such as depression, anxiety and a variety of stress. Most illnesses as we know are linked to our emotions. As per reports, 70 to 80 per cent of Indians suffer from stress and some kind of anxiety disorders. Published studies suggest 15 per cent of our population suffers from some kind of mental disorder. Our lifestyle and work culture these days add considerable amount of stress to our lives, the pandemic, the wars and the global uncertainty are no doubt exacerbating the issue. Engaging with art has been known to be therapeutic, it has been used as therapy by experts in treating several mental health disorders.

"Public art not only elevates urban aesthetics but also serves as a medium for dialogue, making it an indispensable element in fostering cultural vitality and community wellbeing. They contribute to mental health by providing aesthetically pleasing environments and fostering a sense of community pride," underlines Mody.

For **Pearl Uppal**, Founder, Talking Threads, public art is an essential part of a healthy city. "It's a great way to beautify an area, improve the mental health of its residents and involve the community in an artistic process. The purpose of public art is to improve the experience of those who interact with it, by creating an aesthetic environment, it can make people feel happier or more relaxed."

Given how these add value to our lives, the government and the private sector in India must lend more support to facilitate the development of public art projects.



SUGAR & SPICE

BAKERY | PATISSERIE

Visit us at The Square, GMR Aerocity

Celebration of 'Fair'ness in Art

Jaya Asokan, Fair Director, India Art Fair, says that art and culture bind us together and there is no better venue for art than the public arena

By Meha Mathur

What are the changing paradigms of art, and how can the general public be made part of this movement?

South Asian art and culture are being recognised on an international level in an unprecedented way, and our incredible crop of artists and creatives is finally getting their due attention. In no small way, this international boom has been due to the commitment of grassroots organisations, institutions and galleries in India. What better sign of this growth than the number of new arts spaces opening up in the country, ranging from the NMACC in Mumbai to the soon-to-open Hampi Art Labs in Karnataka and the Brij Museum in New Delhi.

We feel privileged to have been at the forefront of this process at the India Art Fair. As we enter our 15th year, we feel proud to witness the success of our programmes, which include the BMW 'The Future is Born of Art' Commission, the all-new India Art Fair x MTArt Agency Prize, and our artists in residence programme, which supports up-and-coming artists in the nation. In addition, we have been cultivating a strong global and Indian collector base, with a focus on younger collectors, to ensure the sustainable growth of the market and ecosystem.

The public is already a part of this thriving cultural landscape and conversation. We, as a fair, include a diverse range of practices in our halls and provide access to artists' lives and practices through our social media and our website, enabling anyone with an interest in culture, regardless of their background.

What has been your experience regarding art coming out of the confines of galleries and museums? How does it change the perception of the public?

Art and culture are what bind us together, and in many ways, there is no better venue for art than the public arena. From the Sassoon Docks in Mumbai to the Lodhi Art District in Delhi, urban street and mural art is on the rise in cities all across the country. Public art is not a new idea either—from Bhil and Warli art on the walls and floors of villages in the heart of the country to iconic modernist murals in hubs like Shantiniketan, there has been public art for as long as there have been artists.

The upcoming India Art Fair will feature numerous projects. These include the enormous fair facade created by artists Thukral and Tagra, that Chamar Studio will turn into collectible bags; an installation by the amazing land art project, sālādhak; and a long carpet by muralist Khatra and India Art Fair Artist in Residence.

The India Art Fair is adding a design section this time. What is the objective, and how will it broaden the movement?

Creative fields have no boundaries, and artists have always engaged in dialogue to expand their practices and come up with new concepts. Based on this idea, the first-ever collectible design section of the India Art Fair aims to expand our understanding



of culture and creativity in order to encourage even more interdisciplinary collaboration across artistic fields and increase our offering to collectors.

With South Asian design studios being exhibited all over the world, the region is swiftly emerging as a major hub for design. Several of these pioneers will be on display in our design section, paying homage to the region's rich history of mas-

tery while also defining a new South Asian aesthetic and making contemporary interventions.

There will be a wide range of items on display, including the intensely process-driven brass furniture designed by Vikram Goyal, pieces from Rooshad Shroff's partnership with artist T. Venkanna, unique jewellery made by Studio Renn, exquisite embroidery by Karishma Swali and the Chanakya School of Craft, hand-painted wallpapers by deGournay, clever design objects by Gunjan Gupta, and striking interior design by Atelier Ashiesh Shah.

What have been some significant achievements of the India Art Fair over the years?

We are proud to have continually expanded throughout this journey, truly becoming the leading platform to discover modern and contemporary art in South Asia for the world.

Our halls have seen the best of the best, from masterpieces by MF Husain, SH Raza and Raja Ravi Varma to works by contemporary greats like Shilpa Gupta, Rana Begum, and Bharti Kher. There are few other venues where culture is celebrated at this scale. In this mission, we have also taken care to give voice to the future, bringing forward young artists.

Besides, we have made great efforts in collaborating with and supporting South Asian galleries, arts organisations and institutions.

The year-round activities have taken on a new life on our digital platforms. Besides, the India Art Fair Parallel page provides a comprehensive index for anyone looking for a show of South Asian art in their city.

The growth has been staggering since our founding in 2008. We could not be more grateful to our ever-expanding community for our achievements, with whom we plan on growing to even greater heights.



Gali Kucha Pati Ram: A Land Of Havelis

By Shruti Tripathi

Beyond the cacophony of Delhi as a metropolitan city, the calm and comforting side of it resides in the corridors of Chandni Chowk. Havelis of Chandni Chowk have a special place in its cultural history and have a story to tell. Gali Kucha Pati Ram in Chandni Chowk represents the rich architecture and cultural history of havelis. Gali Kuchpati Ram has several havelis that have a legacy of a hundred years.

These old-style houses are double-storey structures and have impressive entrances with ornate work on and around the door. Another impressive element is the balconies that are mostly utilised by the females of the house for peeping out.

Unlike the high-rise buildings, these havelis have a courtyard surrounded by a verandah and living rooms. The architecture served to keep the havelis cool in the prolonged summer season. In the modern times, these havelis have become a centre of attraction for a growing fraternity of heritage lovers.

Located near the market, the lane attracts a lot of tourists. One hotspot is Kuremal Kulfi point. The variety of ice creams and kulfis, especially mangoes and oranges stuffed with ice cream, is irresistible.

The tranquility, availability and accessibility of the place escalates the beauty of such Havelis.



Photographs by Jyotsana Tripathi

Distance from Aerocity: 19.2 km

Nearest Metro Station: Chawri Bazar

Lodhi Art District: Open-air Canvas

By Meha Mathur

It's a case of transformation of some non-descript government accommodation quarters into a major tourist attraction and a matter for pride for residents. Lodhi Art District in central Delhi today mesmerises spectators with artworks as large as the size of double-storied buildings. An initiative of **St+art India Foundation** that invited Indian and international artists to be part of the project, these paintings cover a wide range of themes – from geometrical patterns to daily life, flora and fauna and abstract themes in vibrant colours. No two buildings have the same art work.

The place is now frequented by hobby groups like photography and painting students, as well as by tourists.



Distance from Aerocity: 15.4 km

Nearest Metro Station: Jor Bagh on Yellow Line

Sanskriti Kendra: Invoking Pride In Indian Craftsmanship

Here's a place that will fill you with pride at our rich repository of crafts traditions.

By Meha Mathur

On the outskirts of Delhi, in a vast green stretch, is located a permanent display of India's rich crafts tradition. Established in 1993, Sanskriti Kendra has three museums – Museum of Indian Terracotta, Museum of Everyday Art and Museum of Indian Textiles. Each of the three museums make the visitors marvel at the beauty that was imbued into every sphere of life.

The Terracotta Museum, partly in the open and partly in semi-areas, has an array of figurines, pots and other objects – both votive as well as for storage and cooking purposes. From the decorative



granary to wall art to full size horses, the displays are a sight to behold.

The Museum of Everyday Art similarly has objects like storage jars, ovens, tongs, grinders, weighing scales, charkhas, locks and latches, cages, combs, mirrors, fans and other objects in well-preserved manner, each one unique in terms of artistic merit too.



Photographs by Meha Mathur

The Museum of Textiles has full size displays of traditional weaves from all over the country – sarees, shawls, ghagras and carpets, making you wish to have a sample of these weaves for yourself.

Outside, the complex is an epitome of peace, where you can spend hours without being disturbed.



📍 Distance from Aerocity: 15 km

🚇 Nearest Metro Station: Arjangerh on Yellow Line (Landmark for Sanskriti Kendra is Pillar No. 166 of Yellow Line)

Waste To Wonder: A Wondrous Setup Of Sustainability

As WtW Park is based on sustainability principles; it also uses renewable energy like solar light to generate electricity for lighting up the place after sunset

By Shruti Tripathi

Waste to Wonder is a miniature recreation ground of seven wonders of the world made up of recycled scraps from different landfill sites in Delhi. The idea of Waste to Wonder Park was inspired by Kota's Seven Wonders Park after it was featured in the Bollywood movie 'Badrinath ki Dulhania'.

Each replica of wonders has been made up of a variety of waste materials. The **Taj Mahal** has been built with broken park benches, pipes and swings while the fancy **Eiffel Tower** has been constructed out of 40 tonnes of automobile parts.

The Statue of Liberty, USA has been reconstructed with the old parts of a bicycle and

a metal sheet. Waste materials like automobile engines, electric poles, metal sheets, iron pipes and metal railings are also used to redesign wonders like **Christ The Redeemer**, **the Pyramid of Giza**, **the Leaning Tower of Pisa** and **The Colosseum**.

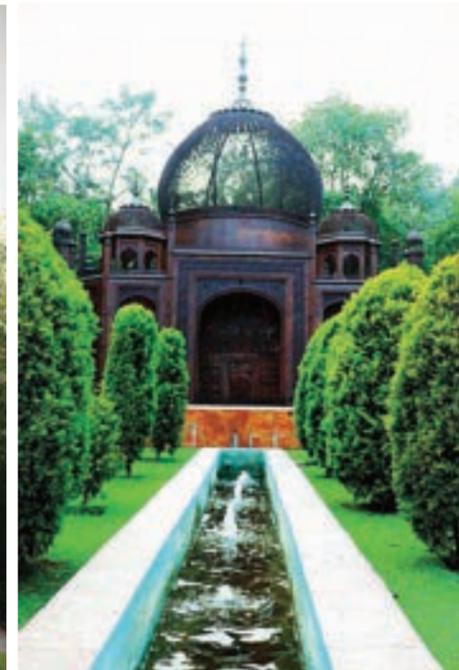
As WtW Park is based on sustainability principles, it also uses renewable energy like solar light to generate electricity for lighting up the place after sunset.

The premises of the park have a toy train, cafe area, sitting area and toilets to facilitate the day out for people visiting the place. The architect of the park has meticulously added aesthetic elements in the form of a lake in front of the Taj Mahal.



📍 Distance from Aerocity:

🚇 Nearest Metro Station:



Photographs by Jyotsana Tripathi

BW Dialogue

Achievers & Celebrities talking about Leadership & Life

Launched in
May 2020

150+
Successful
Webinars

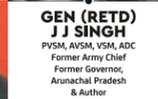
200+
Industry
Leaders
Covered

PARTNER WITH BW DIALOGUE

Ms. Aparna Sengupta	aparna@businessworld.in	+91 99580 00128
Mr. Anjeet Trivedi	anjeet@businessworld.in	+91 98181 22217
Mr. Ravi Khatri	ravi.khatri@businessworld.in	+91 98913 15715
Mr. CS Rajaraman	rajaraman@businessworld.in	+91 93422 62859
Mr. Somyajit Sengupta	somyajit@businessworld.in	+91 98182 47444

 www.bwdisrupt.com	 BWHOTELIER.COM	 www.bwcio.com	 www.bwsmartcities.com	 www.bwaccelerate.com
 www.digitalmarketasia.com	 www.bweducation.com	 www.bwmarketingworld.com	 www.bwdefence.com	 www.everythingexperiential.com
 BWAUTOWorld.com	 BWWELLBEINGWorld.com	 www.bwlegalworld.com	 www.bwhcworld.com	 www.bwapplause.com
 www.bwpeople.in	 www.bwgamingworld.com	 www.bwpoliceworld.com	 www.bwhindi.com	 www.vcworld.in
 www.bwsustainabilityworld.com	 www.bwbusinessworld.com	 www.bwsecurityworld.com	 www.bwcfo.com	 www.bwretailworld.in

#BWDIALOGUE

 SUNIEL SHETTY Actor, Entrepreneur & Fitness Enthusiast	 ANUPAM KHER Actor & Former Chairman of FTII National Film Awardee Author, Your Best Day Is Today!	 SURESH NARAYANAN Chairman & Managing Director Nestle India	 RAJ KUNDR CEO, Vian Industries Ltd
 YUVAJ SINGH Former Indian Cricketer Humanitarian, Entrepreneur	 ASHISH VIDYARTHI Co Founder - Avid Miner	 KABIR BEDI Author "Stories I Must Tell"	 AMIT KHANNA Founder Chairman Reliance Entertainment
 LISA RAY Internationally Acclaimed Performer, Philanthropist, Author and Public Speaker	 PRAJAKTA KOLI YouTuber - A Youth Leader & Social Media Sensation	 VISWANATHAN ANAND 5-time World Chess Champion	 SH D V KAPUR Visionary Leader Author & Institutional Builder Founder Chairman, NTPC & Former Secretary Lower & Heavy Industries
 C P GURNANI Tech Mahindra & Inspirational Leader	 ARUNA JAYANTHI Managing Director Asia Pacific & Latin America Cappgemini	 GEN (RETD) J J SINGH PVSM, AVSM, VSM, ADC Former Army Chief Former Governor, Arunachal Pradesh & Author	 AJIT MOHAN Vice President & Managing Director Facebook India
 G ASHOK KUMAR, IAS Additional Secretary & Mission Director National Water Mission Government of India	 DR. PRITAM SINGH Padma Shri Awardee Former Director IIM Lucknow & MDI Gurgaon Institutional Builder	 SUNIL KANT MUNJAL Chairman, Hero Enterprise Chancellor, BML Munjal University	 K V RAO Resident Director ASEAN, Tata Sons; Board Member & Chairman Tata Regional Subsidiaries
 DR. BVR MOHAN REDDY Founder and Executive Chairman, Cyient; Padma Shri Awardee Former Chairman - NASSCOM Current Chair, CII National Education Council; Current Chair, Board of Governors IIT Hyderabad and IIT Bhubaneswar Former Chairman - CII (Southern Region)	 D. SHIVAKUMAR Group Executive President Corporate Strategy and Business Aditya Birla Group	 M DAMODARAN Former Chairman, SEBI, an Institutional Builder, Independent Board Member & Chairman of Many Boards	 PRAKASH CHANDRAPAL Managing Director & Chief Executive Officer SBI General Insurance
 RAMESH KALYANARAMAN Executive Director Kalyan Jewellers	 RONNIE SCREWVALLA Executive Chairman & Co-Founder upGrad	 DR RANDEEP GULERIA Director All India Institute of Medical Sciences, Delhi	 ASHISHKUMAR CHAUHAN Managing Director & CEO Bombay Stock Exchange (BSE)
 HARSH MARIWALA Chairman Marico Ltd			

From T3, IGI Airport

Exit

Entry No.5

Entry No.4

Aerocity Metro Station

Aerocity Main Entry / Exit

Entry No.3

From New Delhi

KNOW YOUR AEROCITY

From NH8/Gurugram

Entry No.1

Entry No.2

Worldmark 1

- Looks Salon
- Aerocity Social
- Apronix
- Miniso
- Starbucks
- Punjab Grill
- Da Milano
- Kampal
- Forest Essentials
- 98.4 Chemist
- Gute Reise
- Chaayos
- Pret a Manger

Worldmark 2

- Plum by Bent Chair
- The Beer Cafe
- Kylin Experience
- Dhaba Estd. 1986
- One 8 Commune
- 24 Seven
- Underdoggs

Worldmark 3

- The Farzi Cafe
- NUA Cafe
- Costa Coffee
- Mesa Kitchen & Bar
- Cafe Delhi Heights

The Square

- Chai Point
- Kama Ayurveda
- Looks Prive
- Kheoni Wellness
- Modern Bazaar
- Pure Home+Living
- Nicobar
- Manan
- Blue Tokai
- Chique
- Banaaras Paan
- ICICI Bank

Restaurants

- Dragonfly Experience
- Monsoon
- Liv Bar
- Reve Bistro Moderne
- Daryaganj
- Qavalli

Food Outlets

- Giani's
- Keventers
- Krispy Kreme
- Orange Peel
- Doner & Gyros
- Wow Momo
- Pizza Hut
- Bikanerwala
- Subway
- Karim's
- Asia Seven
- Street Food
- Sandburg Shakes
- Khan Chacha
- Biryani Blues
- Kuraku Ramen
- Tokyo Table
- Sagar Ratna
- Chai Garam



HOW THIS LIFELONG LEARNER DRIVES HOTEL REVENUES

Ashwini Kumar Singh, GM Sales and Marketing, Hotel Pride Plaza, Aerocity New Delhi, on his journey in hospitality, starting from the Buddhist site of Kushinagar

By Meha Mathur

Ashwini Kumar Singh was preparing for Common Admission Test for B-schools after postgraduation when a persuasive advice from a senior IAS officer entrusted with tourism in Uttar Pradesh led to a change of career plans. "He told me that considering my personality and my communication skills, hospitality would be an apt career for me. A hotel was coming up at Kushinagar in the Buddhist circuit and that's how my journey in hospitality started, in 1997."

A keen learner that Singh is, he learnt various aspects of running of a hotel while on the job all through the career. He handled key market of a leading hotel Vasant Continental, Gurugram. "There was always a desire to learn new things. Having done corporate sales, inbound and domestic customers, I also ventured into the F&B segment, with an understanding of what drives revenues. Though I am not an IHM passout, I know a lot about Chinese food and learnt about balancing flavours." He was onboarded to a chain of restaurants to enhance their sales. Among the ideas that he successfully implemented was taking the restaurant to the customer, through high-end catering and deliveries.

He did a fruitful stint with Lemon Tree, first in East Delhi market and then in the flagship hotel in Aerocity, where he was entrusted with driving revenues. It was in 2022 when Singh got the opportunity at Pride Plaza for driving business across India. Pride Plaza Aerocity is the flagship hotel of the company and Singh says with pride that the team has managed to get new clients while retaining existing ones, enabled by enhancement of services.

Thrill Quotient

Singh derives thrill from understanding of the market, including the competition. "I am always excited by my daily business report or projections for the next six months. When it comes to leadership, it is important to know what are the key drivers of business and what are the opportunities."

The industry has its highs and lows and Singh has traversed these too with elan. "Hospitality is a dynamic industry and every day is a new day, as Covid taught us. On 20 March 2020, all hotels in Aerocity had upwards of 85 per cent occupancy. And in two days, it all got washed out. Such are the challenges of the industry and that is what excites us."

To understand the market dynamics, Singh is on his toes daily, holding team meetings, giving the team members guidance and directions, visiting existing and potential, doing sales calls.

Locational Advantage

Besides the proximity to Central Delhi and Gurugram, the way GMR has developed Aerocity is a key driver for business for all the hotels here, says Singh. "This has evolved as a place where you can do conferences and serious business meetings, you can organise a marriage here and there is the fun factor too, with the food court." Within Aerocity, he says that Pride has established its reputation on account of it being an Indian brand. "We understand the expectations of our guests better than all the international brands. Our room décor is contemporary Indian; we have Shaan-e-Awadh restaurant providing Awadhi food; the focus at our coffee shop is also Indian, because we want people to experience India."

“
There was always a desire to learn new things. Having done corporate sales, inbound and domestic customers, I also ventured into the F&B segment, with an understanding of what drives revenues
”

Fun Facts

Movies based on hotel industry: Ratatouille, Maid in Manhattan, Casino (being a big fan of Robert De Niro).

Kind of hotel you would like to stay in: Off-beat destinations, heritage hotels and homestays to help understand culture and cuisine.

Favourite destinations: Hill stations a big attraction. Love Europe, especially Scandinavia. Within India the most loved location is North-East. Also travelled to Jammu, Kashmir and Satpurus.

Dream guest at Pride Plaza Aerocity: Someone who can give feedback, because through his feedback we can work upon our services and experiences.



HOME-COOKED MEALS EPITOMISE COMFORT

Chef Sahil Sharma, Executive Sous Chef, JW Marriott New Delhi Aerocity, on the art of simple yet thoughtful cooking

By Poonam Singh



How did you get interested in this field and Where did you receive your training??

My journey into the culinary world began in my Punjabi household, where I developed a passion for cooking while assisting my grandfather during family gatherings. That spark ignited further during high school when a friend's dad opened a fast-food restaurant in Dehradun, providing us an opportunity to experiment with dishes. Despite occasional mishaps, the experience fuelled my interest in food preparation.

Formalising my culinary skills, I pursued a hotel management course after completing my schooling. My professional career kicked off as a young cook and I garnered valuable experience working with renowned brands such as Hyatt, Accor and Marriott. The decision to make cooking my career stemmed from the joy and satisfaction that I derived from preparing meals for others.

What is your personal philosophy toward cooking and success in this profession?

In my culinary philosophy, simplicity takes centre stage. I believe in the art of combining ingredients without unnecessary complexity, emphasising respect for preparation methods, tools, and the intrinsic qualities of each element. Keeping food

preparations simple, yet rich in nutrients, is my approach, with a focus on thoughtful cooking techniques to elevate flavours. I often merge classic flavours with innovative techniques, always mindful of incorporating local ingredients and cooking traditions.

To me, home-cooked meals epitomise comfort, where humble ingredients come together without unnecessary complexity. Food, for me, transcends its physical form; it's a soulful experience that brings people together, fosters healing, and allows for growth. The act of sharing a meal has been an integral part of the human story, creating connections and moments of relaxation with friends and family.

Being a chef is not just a profession; it's my religion. The satisfaction and pride that come with donning the chef's whites are indescribable.

What is your approach towards local produce and how to incorporate those into fine dining experience?

Embracing the evolving culinary landscape, my approach as a chef aligns with the

increasing demand for flexitarian, locally sourced and health-conscious dining options. Today's guests are more curious about the origins, handling and treatment of their food and it's crucial to meet these expectations without compromising on quality, flavour or presentation while minimising waste.

Listening to our guests allows us to understand their preferences and concerns, enabling us to tailor our menus and culinary practices accordingly. This not only enhances the dining experience but also contributes to a more sustainable and responsible food industry. Striking a balance between supporting local producers and meeting guest expectations is key to our culinary philosophy.

Sustainability and promoting local agriculture are central tenets of my culinary ethos. I consistently incorporate local and seasonal produce - such as fruits, berries, vegetables, sprouts and herbs - into our menus. The advantage of utilising locally sourced ingredients lies in their freshness and superior taste.

What is your strength – savouries or desserts? And which cuisine?

With an extensive tenure in the culinary industry, I maintain a humble perspective on my cooking skills. As a chef, my strength lies in crafting savory dishes that are universally enjoyed. When it comes to cuisine specificity, I particularly excel in creating delightful country style sandwiches, bruschetta and savory tea charlies.

What work goes into deciding the menu? Any regional/international cuisine that the restaurant is renowned for? Or a unique dish that is much talked about at K3?

Crafting a menu involves a thoughtful process that considers various principles such as aesthetics, variety, cost, balance and nutritional quality. Elements like colour, texture, flavours, shapes and sizes of food play a crucial role. Additionally, factors like the availability of equipment and the skills of the kitchen staff are considered. Seasonal produce is also integrated to ensure freshness and quality.

At K3: New Delhi's Food Theatre, our menu planning revolves around a culinary concept that has earned renown as a food theatre. We showcase a diverse range of Pan Asian, Mediterranean and Indian cuisine, providing a gastronomic journey for our patrons. This approach allows us to offer a unique and immersive dining experience, where each cuisine is thoughtfully curated to showcase its distinct flavors and culinary traditions.

A favourite film or TV programme on chefs?

'Burnt' and 'Charlie and the Chocolate Factory' stand as my all-time favourite movies in the realm of chefs and culinary adventures.

How do you incorporate local and seasonal produce in your cuisine?

Incorporating local and seasonal produce into our cuisine is a cornerstone of the culinary philosophy at JW Marriott New Delhi. The JW Garden on our premises is a cherished resource, allowing us to showcase the use of fresh, seasonal ingredients. This garden serves as a dynamic space to cultivate a variety of produce, from tomatoes and lettuces to beans and herbs like basil and rosemary. Even if outdoor space is limited, we creatively use pots to grow kale and cabbage, adding both functionality and aesthetic appeal to our establishment.

Our commitment to locally sourced ingredients goes beyond the garden, requiring us to adapt our menu according to seasonal availability. To achieve this, we stay attuned to the seasons, learning which fruits and vegetables are locally in season. In some cases, we've taken the approach of becoming a hyper-local restaurant, growing all our produce on-site. This not only aligns with customer demand but also offers a level of control over the entire supply chain, ensuring transparency and freshness.

How does the restaurant ensure minimal wastage and work in a sustainable manner?

At JW Marriott New Delhi, our commitment to sustainability is evident through various practices aimed at minimising wastage and

operating in an environmentally conscious manner. One key aspect is our emphasis on local and seasonal ingredients, a choice that not only reduces the carbon footprint associated with transportation but also fosters support for nearby farmers and producers. This deliberate selection of seasonal ingredients not only ensures freshness but also minimises the need for energy-intensive storage and preservation methods.

To further address wastage, we have implemented a comprehensive waste reduction programme. This involves training our associates to minimise food waste by accurately portioning dishes and creatively repurposing leftovers. We actively engage in composting organic waste and recycling materials, diverting a significant volume of waste away from landfills.

What is the most memorable feedback that you have got as chef here?

As a chef at JW Marriott New Delhi, an unforgettable feedback I received was from a patron who expressed sheer delight after embarking on a distinctive culinary journey at our restaurant. The customer not only praised the exceptional flavours and presentation of the dishes but also commended the entire dining experience.

What do you like cooking and eating at home? Any other pastimes?

Hailing from a Punjabi background, my culinary endeavours at home often revolve around preparing regional cuisines, particularly relishing in classics like Rajma, lamb curries and the timeless delight of choley bhature. Beyond these, I take pleasure in crafting healthy evening salads using local ingredients, with a special emphasis on sprouted or soaked lentils. As for pastimes, these moments in the kitchen and experimenting with flavours are complemented by a love for creating nutritious and flavourful salads.

Vegan Red Lentil Soup - Thanks Giving Recipe

This recipe is by **Chef Sahil**, JW Marriott New Delhi. It is a vegan preparation packed with vegetables and proteins and satisfies a take-out craving without too many calories or sodium. The ingredients are very simple.

No. of pax recipe serves: **1**

Preparation time in (hours and) minutes: **10 min**

Cook time in (hours and) minutes: **30 min**

Total time in (hours and) minutes: **40 min**

INGREDIENTS

- 1 tablespoon peanut oil
- 1 small onion, chopped
- 1 tablespoon minced fresh ginger root
- 1 clove garlic, chopped
- 1 pinch fenugreek seeds
- 1 cup dry red lentils
- 1 cup butternut squash - peeled, seeded, and cubed
- 1/3 cup finely chopped fresh cilantro
- 2 cups water
- 1 can coconut milk
- 2 tablespoons tomato paste
- 1 teaspoon curry powder
- 1 pinch cayenne pepper
- 1 pinch ground nutmeg
- Salt and pepper to taste



DIRECTIONS

- Heat the oil in a large pot over medium heat, and cook the onion, ginger, garlic, and fenugreek until onion is tender.
- Mix the lentils, squash, and cilantro into the pot. Stir in the water, coconut milk, and tomato paste. Season with curry powder, cayenne pepper, nutmeg, salt, and pepper. Bring to a boil, reduce heat to low, and simmer 30 minutes, or until lentils and squash are tender.

BYOB ANYWHERE ANYTIME.

Be Your Own Barista!

Fast Easy Fresh & Quick. BYOB in flight.



www.beanlycoffee.com

Authentic Italian Food That Screams Mamma Mia!

The restaurant in Holiday Inn Aerocity serves top-notch Italian cuisine and makes sure that customers not only feel the flavour in each bite but also get to enjoy a proper Italian restaurant experience

By Deep Majumdar

L'Osteria Bella proves the age old saying 'the way to a man's (or a woman's) heart begins from his (or her) belly' all over again. This fine-dine Italian restaurant uses food as a language that transcends geographies, religions, genders, ages groups and what not. It aims to bring together people in a way that tantalises senses and brings out feelings that are otherwise rarely felt or expressed.



MUST HAVES

- Panuzzo
- Pesto Gnocchi
- Lamb Lasagna
- Emiliana (wood fired pizza)

OTHER FOOD ITEMS I WOULD RECOMMEND

- Fritto Misto
 - Affettati Misti
 - Rock Lobster Risotto
 - La Tradizionale Lasagna Alla Bolognese
 - Pizza Campagnolo
- If you're a wine aficionado, L'Osteria Bella has a fine collection of whites and reds that you cannot miss.



Our kitchen is a realm where passion converges with decades of expertise. Picture handmade pasta, salads adorned with hydroponic organic vegetables, desserts baked to perfection, and in-house Gelato innovations, offering a symphony of flavours

SUMIT SABHARWAL
Executive Chef

Brilliant fare

Without a hint of hesitation, I went for the classics straight-away. With a glass of red wine by my side, I ordered a **Panuzzo** as my starter. The wine was just as I expected. Earthy and citrus notes blended together to form a delightful companion with the Panuzzo which is essentially oven baked bread stuffed with Genovese pesto, bell peppers, burrata cheese and onions.

I quickly moved on to the **Pesto Gnocchi**, a brilliantly prepared dish with potato gnocchi, pesto and toasted pinenuts. The gnocchi, which are essentially dumplings made with potatoes, eggs and flour were extremely soft and creamy. They melted as soon as put them in my mouth. This was followed by the **Lamb Lasagna** which, to be honest, was the best thing I had that evening. The lamb chunks were well cooked and the sauce used was hitting all the right spots.

I had great expectations from the wood fired pizza. After a few minutes of intense brainstorming I simply consulted the staff at the restaurant and decided upon the **Emiliana**. The pizza was good. Too good, I'm being very honest. The mozzarella and parmesan cheeses along with rocket leaves proved to be a great combination. They

complemented each other well, resulting in an unforgettable flavour. The crust was really soft and had that charred taste that made the whole experience even better. The ham, however, was definitely saltier than what my taste buds are used to, but it wasn't a deal breaker.

This fiesta came to an end with a bowl of salted caramel gelato (which blew my mind right away) and L'Osteria Bella's signature **Tiramisu**. This is definitely the best and the most authentic tiramisu you'll ever try. The sponge cake biscuits or savoiardi was soaked in a concoction of espresso and Kahlua while the mascarpone cream was just as sweet as it should have been.

Best of all regions Italy

The restaurant staff was fabulous and extremely courteous. A huge concern for many people while going to such restaurants is their limited knowledge of that particular cuisine. The staff here made sure that lack of knowledge wasn't a problem that customers should be worried about.

I did, however, feel that the ambience could use some work. The music, for instance, was not Italian. I didn't expect something straight out of a Mario Puzo novel but I did feel the lack of classic Italian elements when it came to décor. Overall, the place is lively, spunky and it offers a great fine dining experience. As far as the food is concerned, the restaurant aims at offering the best from all regions in Italy and by the looks of it, it has succeeded in doing so with flying colours.



Being an Indian, I know how important our taste palettes are and how seriously we take the food we eat. That being said, situated on the ground floor of the Holiday Inn, Aerocity, L'Osteria Bella is a fully authentic Italian restaurant that offers a vast variety of food and drinks that will compel you to yell 'Mamma Mia!' regardless of whether you prefer Indian food or not.

When it comes to Italian food, Indians have a broad idea of what to expect. We have the wood fired pizzas, the wine, handmade pastas and perhaps a lasagna somewhere in the mix. This restaurant, however, works really hard to prove that notion wrong. Italian cuisine is just as diverse and layered as Indian cuisine. With a single glance at the menu, I quickly realised that I was about to take a crash course in Italian delicacies.

EXPLORE, INDULGE AND ENJOY

Explore some of the East Asian culinary treasures, from beloved Japanese cuisine to staple Asian dishes, Chinese delights and more

By Poonam Singh

ADRIFT KAYA

An Imaginary Flight To Japan



Adrift Kaya is a feeling for authentic Japanese food. Nestled in a cozy corner of JW Marriott, Aerocity, the restaurant provides a truly immersive culinary experience, inviting guests to savour authentic Japanese cuisine straight from Tokyo.

From the crisp freshness of the **wasabi** to the perfection of the **sushi rice**, the crispness of vegetables and the authenticity of **seaweed sheets** – every component is sourced from Japan. This meticulous dedication to using genuine Japanese ingredients solidifies Adrift Kaya's reputation as the epitome of an authentic Japanese restaurant in the city, offering a dining experience that transcends borders and transports patrons to the heart of Tokyo. The **black salmon sushi/maki rolls** for Rs 850, stand out as a must-try at this kitchen bar. Crafted with black rice, also known



as forbidden rice, these rolls are a flavourful amalgamation of antioxidants. Brimming with fresh vegetables and complemented by various sauces, the sushi offers a unique texture—creamy yet not overly sticky that tantalises the taste buds with each bite.

While **sashimi** - yellow tail fish meat slices served with hot sesame oil for Rs 1400, is an imaginary flight to transport you to Japan, the moment you fill your mouth with a piece of this delicacy. On the other hand, **chicken tsukune** served with onsen egg dipping sauce for Rs 795, is as soft as cotton. The combination of dipping egg sauce with tofu and chicken mixed tsukune creates a unique taste, making the oval-shaped chicken skewer a must-try.

WOW MOMO



Don't have deep pockets to experience Asian delicacies? No worries, Aerocity has something for everyone. Discover the ultimate dining experience at Wow! Momos which is undoubtedly the best spot in Aerocity's food court. Offering a perfect balance of taste and affordability, it's an ideal choice for a quick and satisfying meal between lunch and dinner. With a diverse range of momos, distinguishing itself from the typical dimsum offerings, Wow! Momo caters to a variety of palates.

Situated in the convenient vicinity of office areas, it has become a go-to for those seeking a delicious daily treat that doesn't strain the budget. Wow! Momo has successfully crafted an inclusive menu that appeals to all, reflecting the diverse community of Aerocity. For a culinary adventure that satisfies all groups of people in one place, Wow! Momo is the undeniable answer.



KYLIN EXPERIENCE

Where Every Bite Tells A Flavourful Story



Kylin Experience, situated in Worldmark 2, is a culinary haven offering an extensive selection of Asian cuisines, including Chinese, Japanese and Thai, all under one roof.

The extensive menu ensures a gastronomic journey that spans sushi, maki, gyoza, dim sum, nigiri and an array of Thai and Japanese soups and salads. The diverse offerings leave a flavourful and lasting impression, making a visit to Kylin Experience a memorable culinary adventure from the very first taste.

Veg tempura rolls with crunchy spinach (Rs 595 for four pieces) are worth savouring. Served with soy sauce, wasabi and ginger julian salad to

elevate the taste further, the special tempura sushi boasts a delightful combination of sticky sushi rice on the outside and spicy mayonnaise with fried tempuras inside, offering a creamy yet crunchy taste explosion in the mouth. The sprinkled fried spinach adds an extra treat to the experience.

The **edamame spicy sriracha dish** was a standout. The balance between spiciness and flavour was flawless, delivering a delightful kick without overpowering the palate. The edamame was perfectly cooked, retaining a satisfying crunch. The presentation of the dish showcased the restaurant's commitment to aesthetics, enhancing the overall dining experience.



UNDERDOGGS AEROCITY

Where Sports and Culinary Excellence Strike



Catering to diverse palates, Underdoggs Aerocity presents a fusion of North Indian, Asian, Mexican, Continental and Finger Food cuisines. Its mission is to foster a community where sports enthusiasts can party in the thrill of their favourite games while indulging in a delicious culinary experience.

The menu at Underdoggs is a testament to its commitment to variety. Thanks to a well-stocked bar, patrons can pair their favourite drinks with a diverse array of savouries.

A standout starter, the **Honey Chilli Lotus Stem**, serves as a balanced introduction, whether enjoyed with a drink or as a precursor to the main course. The crispy and



crunchy lotus stems, coated with sesame seeds, deliver an immediate kick with the first bite. The harmonious blend of spices and sauces provides the perfect Indian twist to this Asian cuisine staple with ancient origins.

The **fried spring rolls** is the all-time preferred starter. Filled with a medley of fresh veggies and skillfully crafted, these delectable delights are served with a tantalising combination of chili sauce and tangy mayo. A tuneful blend of crispiness and flavours, making it a go-to choice for customers

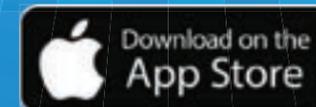
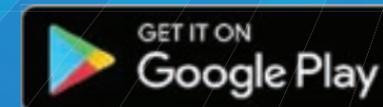
seeking a delightful start at Underdoggs.

IN REALITY, A FAN IS THE BIGGEST CELEBRITY

AFTER SUPERMAN &
SUPERWOMAN
WITNESS THE POWER
OF SUPER FANS



EVERY FANS FIRST SCREEN



DOWNLOAD NOW

Delhi's Food Paradise

By Poonam Singh & Shruti Tripathi

Food is life for Delhiites. It is noticed that generational food habits change with the trends. The recent craze is for East Asian cuisines, inspiring a liking for specific types of food. Delhi has added more flavours to its palate based on the tastes and demands of its people. Let's explore the best places to enjoy finger-licking and mouth-watering, not-so-authentic yet authentic, an amalgamation of tastes from different countries within the country.

Delhiites embrace the evolving food culture, with a surge in East Asian cuisines shaping the city's palate. Discover the best spots for a mouth-watering journey, offering an eclectic fusion of international tastes within the heart of the city

MAJNU KA TILA - THE MINI TIBET

The Food Junction of Delhi, a Tibetan market and colony near North Campus, often referred to as mini Tibet in Delhi, is a place with every reason to be adored. It is particularly popular among students and all the Delhiite. This place is a hub to taste all East Asian delicacies in one location. This mini-Tibet offers **Korean, Asian, Japanese and Vietnamese savouries and sweets.**

One notable attraction is the café named Busan Korean Restaurant, known for its excellent dishes, including potato pancake, bulgogi, smoked pork, kimchi and ramen bowl.

Each dish is a symphony of flavours that forces you to visit the place once in a month. **Chicken Tteok-bokki** has become the town's dish of the year. This stir-fried, hot and spicy Korean delicacy combines rice cakes with onion, egg and chicken, creating a wholesome meal that incorporates all the essential elements - carbs, protein and veggies - in one delightful bowl.

One of Busan's culinary highlights is the **dakbulgogi**, a Korean barbecue classic. The succulent marinated duck, grilled to perfection, offers a harmonious blend of sweet and savoury notes because of its barbecue marination. The smokiness of the dish adds an extra layer of depth, leaving an indelible impression on your palate. Paired with traditional sides sauces, garlic and fresh lettuce, the meal becomes a flavourful exploration of contrasting tastes, textures and aromas that captivate your senses.

This is the only example, making it difficult to choose between them.

Place: Majnu Ka Tila, North Campus

Prices: Dak Bulgogi **Rs 1000** and

Chicken Tteok-bokki - **Rs 400**



FOODIES' JUNCTION

Haaz Khas Village is often considered a must-visit for all Delhiites. This locale serves as a food paradise, offering a diverse array of tastes from around the world in one place. Choosing the best among the best can be challenging, given the variety of options available. From biryani, momos, butter chicken and noodles to international flavours, it caters to every visitor's palate. With options ranging from budget-friendly to more extravagant, there is something for everyone.

In addition to its culinary delights, the village boasts an ancient fort with historical ties to the Khilji dynasty, adding an extra layer of intrigue for historians and enthusiasts alike.

To experience an array of Asian, Tibetan, Nepalese and Burmese flavours, consider a visit to Lama Kitchen-Himalayan Cook House, a haven for delicious food set in a perfect ambience. Notable among their offerings is the **Nepali Thakkali Thali Veg platter**, showcasing a diverse selection of dishes that captivate every palate. Lama Kitchen stands out for its value-driven meals and authentic Tibetan cuisines, making its veg platter an essential culinary adventure.

The **Pan-fried Chicken Momos** stand as a personal favourite, with the chicken boasting an irresistibly soft and juicy texture - highly recommended for those seeking a delightful treat. The **Mutton Sauces** introduce a surprising and delightful taste, while **Lama's Veg Platter**, featuring Aaloo Sadeko, Buteka, Channa, Wai Wai Sadeko and Tibetan Bun, earns high praise for its deliciousness.

Wai Wai Sadeko offers a delightful combination of dry **Wai Wai noodles** tossed with onions, tomatoes, green chillies and a dash of lemon. Meanwhile, Aloo Sadeko presents a unique experience, featuring sautéed potatoes marinated in tangy Nepali spices.

Prices: Starting from **Rs 250** to **Rs 600** per dish

KORIS

Koris is one of the finest Korean restaurants located in the Safdarjung enclave that serves classic Korean dishes filled with the authenticity of spices and culinary style. Along with providing an apt Korean ambience, Koris also has a vast menu. It is one of the most famous restaurants among the young circle who explore international cuisine every day. Korean food became popular in the last few decades when K-pop music knocked India, especially among youngsters. The cuisine also became a favourite as it has many health benefits as well.

Koris is a preferred hangout restaurant among youngsters which is very good in terms of accessibility. Koris serves **Kim-bap** (Korean rice rolled and served in Kimchi and soy sauce), **Mandu** (Korean Dimsums), **Katsu** (deep fried cutlets with salad), **Noodles** and **Tteobokki** (Sweet and spicy rice cake).

Even if the whole cuisine is known for non-veg ingredients, Koris tried to involve more and more veg options for different sets of customers and that might be the main reason for its popularity among food lovers. Apart from that, Koris has a variety of seafood as well like fish, shrimp and prawns etc. If one is going out with their friends and family to experience Korean food culture, Koris is the best option to tick on.



Delhi International Airport's Art Installations: A JOURNEY THROUGH CULTURE AND SYMBOLISM



Delhi Airport is not only a gateway to new India but also a testament to the country's rich culture and heritage. Amidst the hustle and bustle of travellers transiting, the airport boasts an impressive collection of art installations that tell tales of India's past, present, and future. Among these, three remarkable installations stand out, each with its own unique narrative to share.

As travellers step into the Arrival Canyon Area of the Passenger Terminal Building, they are greeted by an enchanting display of **mudras**. Mudras are intricate hand gestures, significant in Indian classical dance, yoga, and visual arts. These gestures are not mere movements; they convey profound meanings, channeling natural forces, and promoting spiritual and mental well-being. Each mudra symbolises a different aspect of life, from greetings to charity, from health to well-being. These hand postures have been a part of India's cultural fabric for centuries, a way of life, and their presence at the Delhi Airport is a beautiful homage to the country's artistic traditions.



At the junction of the International Departure Pier, travelers encounter **SURYA**, an awe-inspiring sculpture that draws inspiration from India's magnificent Chola bronzes of the 11th century. These Chola bronzes

are renowned for their grandeur and intricate craftsmanship. **SURYA**, the resplendent one, carries this legacy forward in a contemporary interpretation. It embodies a bridge between India's glorious past and its future aspirations.

The sculpture features motifs like lotus and fire, symbolising a complete solar calendar, a representation of the eternal cycle of life and the changing seasons. As travellers pause to admire **SURYA**, in transit through their journey, they are reminded of the Sun's cycle as the source of life on this planet, India's timeless artistry and its capacity to evolve while staying rooted in its heritage.

Message of self-sufficiency

The airport's art collection also includes the largest **wooden charkha** by Khadi & Village Industries Commission, a spinning wheel that holds immense historical and national significance. Mahatma Gandhi, the father of the Indian nation, used the charkha as a symbol of self-reliance and independence during the Indian independence movement. This colossal charkha serves as a reminder of Gandhi's teachings and his call for self-sufficiency and simplicity.

Delhi Airport's art installations offer travelers more than just aesthetic pleasure. They serve as gateways to India's diverse culture, rich history, and boundless creativity. As visitors pass through these installations, they not only embark on a journey to their destinations but also on a voyage through India's soul and spirit. These art pieces are a testament to the airport's dedication to providing a holistic and culturally enriching experience for every traveler passing through its gates.

Projeto Goa: CELEBRATING GOA'S DIVERSE LEGACY AT MANOHAR INTERNATIONAL



Goa, India's smallest state, is a treasure trove of diverse historical influences and cultural richness. It transitioned from being a Portuguese colony (1510-1961) to becoming India's 25th state in 1987. Known for its picturesque landscapes and vibrant lifestyle, Goa's architecture and culture reflect a deep blend of Portuguese and Indian influences, evident in its unique building materials and the joyous spirit of its people.

The state is renowned as the 'State of Creativity', showcasing a fusion of global and Indian cultures with a strong local essence. The Manohar International Airport, through '**Projeto Goa - Prkalp Goa**', ex-

emplifies this creativity. This initiative has transformed the airport into a cultural hub, spotlighting timeless Goan arts, crafts, and entrepreneurship. By promoting local artisans, farmers, and craftsmen, Projeto Goa aims to take 'local to global', enhancing the economy and cultural presence of Goa.

Projeto Goa is more than a project; it's a collaborative journey. This initiative is not just about bringing a sense of Goa to the airport but also about generating recognition and creating a ripple effect in the surrounding areas. It provides a platform for emerging and established artists, entrepreneurs, and designers to showcase their work to a new audience.

The ongoing project has transformed the airport into a museum and a marketplace, featuring permanent installations and exhibits. It offers year-round, dynamic engagement, giving passengers access to local artists, creators, and new products.

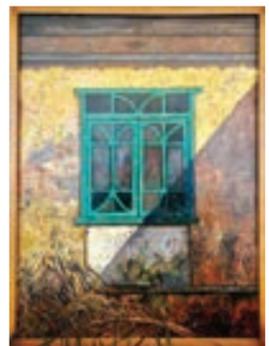
Artist: **Viraj Naik**; Title: Goa Through the Ages. *The painting traces the story of Goa from the Vijayanagar emperor Krishnadevaraya to the Hippy movement.* Medium: Oil on canvas. Year: 2022



Artist: **Subodh Kerkar** Title: The Carpet of Joy - Waste plastic bottles curated like flowers. Year: 2022



Artist: **Subodh Kerkar** Title: The Goan Houses. The painting depicts the *unique architecture*, an important part of Goan ethos. Medium: Acrylic on canvas. Year: 2022

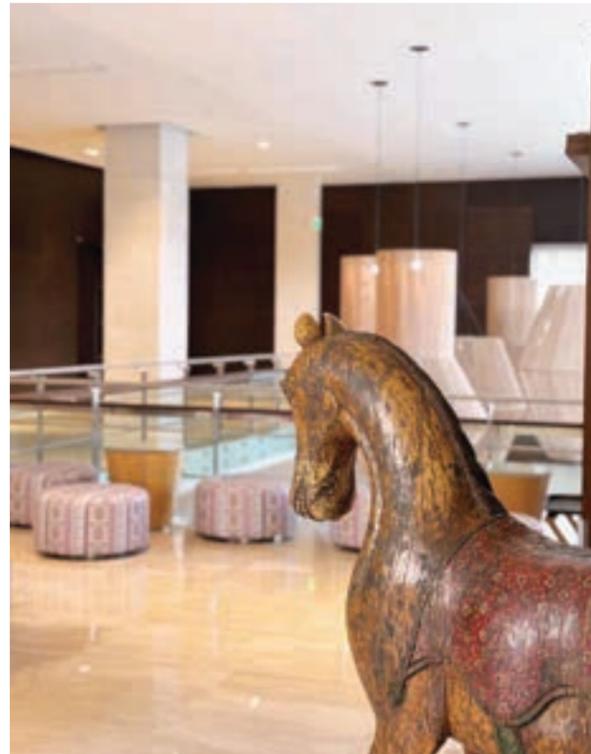


NOVOTEL'S ARTISTRY HAVEN: A FUSION OF CULTURE AND COMMERCE AT GMR AEROCITY, HYDERABAD



GMR Aerocity Hyderabad, an integral part of the Rajiv Gandhi International Airport campus, is a modern business hub designed for sustainable business growth, offering superior infrastructure and facilities. It features an integrated realty mix, emphasising luxurious, mixed-use developments and art. Within this innovative ecosystem, Novotel Hyderabad stands out for embodying the Aerocity ethos, offering 'Artistry Haven', a unique blend of art and hospitality on its first floor.

Artistry Haven is a curated space between a meeting room and banquet hall, showcasing modern wood sculptures and an ambience that encour-



ages guests to become part of an artistic narrative. As you step into Artistry Haven, modern wood sculptures, randomly placed throughout the space, invite you to explore the unexpected. The ambience is a testament to Novotel's commitment to breaking free from tradition and fostering an environment where every guest becomes part of the unfolding narrative of art and hospitality.

In the heart of this artistic haven, you'll find 'Guardians of Tradition'- two cultural figures welcoming guests, symbolising the region's rich heritage. A female adorned with a bor tika and a man wearing a turban, they embody the rich cultural tapestry of the region. As silent storytellers, they welcome guests with nods of recognition, reflecting warmth of hospitality and the depth of cultural pride.

The meeting room and banquet hall on either side create a perfect balance, offering spaces for formal gatherings and celebrations.

Novotel Hyderabad Airport's Artistry Haven is a sanctuary where tradition blends with modernity. It's more than a space; it's an experience where art and hospitality merge, providing an inspiring and comfortable environment for every visitor. Whether for business, inspiration, or connection, Artistry Haven represents the innovative spirit of GMR Aerocity, making it an exceptional destination for travellers and business professionals alike.



UNVEILING THE FUTURE MASTERS OF THE INDIAN AUTOMOBILE SECTOR

JANUARY 2024
4:00 PM - 5:00 PM
New Delhi



**BOOK
YOUR SPOT**

For Speaking Opportunity:
Utkarsh Agarwal, +91 98107 29644
utkarsh@businessworld.in

For Nominations:
Biren Singho, +91 87430 00885
biren@businessworld.in

#BWAUTO40under40

For More Details:
Mahek Surti, +91 98923 05192
mahek@businessworld.in

EVENT PARTNERS



TAPESTRY OF PUBLIC EXPRESSION IN INDIAN CITIES

Public art transcends the traditional boundaries of enclosed spaces, offering a transformative touch to the physical landscape

By Tarannum Manjul

India, with its rich tapestry of culture and heritage, stands as a sprawling canvas for artistic expression. Beyond the hallowed walls of galleries, the public spaces of cities such as Goa, Delhi, Kolkata, Pondicherry and Varanasi emerge as dynamic arenas where artists infuse narratives into the very fabric of urban existence.

Public art, a poignant form of cultural expression, transcends the traditional boundaries of enclosed spaces, offering a transformative touch to the physical landscape. It goes beyond mere aesthetics; it becomes a vehicle for community engagement, a catalyst for dialogue and a mirror reflecting the ever-evolving narratives that define the essence of these vibrant cities.

GOA

A coastal palette of street art

Nestled on India's western coast, Goa is more than a sun-soaked haven. Its vibrant streets, adorned with murals, tell tales of maritime history, cultural festivities, and ecological diversity. St. Inez Street and Fountain has showcase a blend of Portuguese architecture and street art, creating a unique ambiance. Goa's Latin Quarter becomes a living canvas during the annual Serendipity Arts Festival, transforming public spaces into dynamic galleries.



**Direct Flights from
New Delhi to Goa (per day):**
IndiGo: 6-7
Air India: 1-2
SpiceJet: 3-4

Amidst the organic growth of street art, the annual Serendipity Arts Festival emerges as a pivotal event that elevates Goa's commitment to public art. This dynamic festival transforms streets, walls, and public spaces into a living gallery that transcends traditional boundaries. Artists, both local and international, converge to create immersive installations and murals that challenge perceptions and redefine the relationship between art and the public sphere. Goa's murals, scattered across the state, are living stories that invite viewers to partake in the vibrant narrative of Goa's harmonious blend of cultures, reverence for nature, and unbridled festival joy. As the coastal palette of street art evolves, new tales and hues continue to enrich this dynamic canvas on India's western shores.

In essence, Goa's street art scene is a celebration of its identity – a harmonious blend of cultures, a reverence for nature, and an unbridled joy that permeates its festivals. The murals, scattered across the state, are not just static images on walls; they are living stories that invite viewers to partake in the vibrant narrative of Goa.

BWAEROCITY LIVE - JANUARY-FEBRUARY 2024 - ISSUE 12

72

DELHI

A visual tapestry of history and modernity

In the heart of India, Delhi stands as a testament to the seamless blend of ancient heritage and modern dynamism. The city's public art encapsulates this duality, creating an exquisite interplay between historical grandeur and contemporary expressions.

At the forefront of Delhi's burgeoning public art scene is the Lodhi Art District, an ambitious initiative by St+art India Foundation. Lodhi Colony, once a quiet residential area, has been transformed into a sprawling open-air art gallery. Here, international and local artists converge to weave intricate murals that marry contemporary themes with traditional Indian aesthetics.

These murals are not mere splashes of colour on concrete; they are visual narratives that tell stories of inclusivity, women empowerment and environmental consciousness. Each stroke on the walls contributes to the evolving identity of Delhi, where the ancient meets the avant-garde in a harmonious dance of colours.

Beyond the curated spaces of Lodhi, public art thrives in the grassroots of Delhi's neighbourhoods. Areas like Shahpur Jat and Hauz Khas Village have blossomed into vibrant art hubs, thanks to the efforts of Delhi Street Art. Local communities actively participate in the creative process, infusing the artwork with a unique local flavour.

Delhi's public art is not confined to the realm of aesthetics; it is a commitment to community engagement. The murals that adorn the walls serve as conversation starters, prompting dialogues on social issues, cultural heritage and the city's ever-changing landscape.

In essence, Delhi's public art is a visual tapestry that transcends time. It is a reflection of a city that cherishes its historical roots while embracing the pulsating energy of the present. As murals continue to grace the walls of Delhi, each stroke becomes a brushstroke on the canvas of a city that narrates its story in vivid hues.



BWAEROCITY LIVE - JANUARY-FEBRUARY 2024 - ISSUE 12

73

“Public art in Indian cities serves as a testament to the country's diverse cultural heritage. In Goa, it reflects the coastal vibrancy and cultural fusion; in Delhi, the dynamic interplay of history and modernity; in Kolkata, the intellectual legacy expressed in colours; in Pondicherry, the harmonious blend of Indian and French influences and in Varanasi, the spiritual canvas on the ghats

”

PONDICHERRY

Connectivity
via Chennai



A French-Indian artistic fusion

Pondicherry, adorned with French colonial charm, emerges as a canvas where Indian and European aesthetics elegantly converge. The city's public spaces serve as galleries for murals and sculptures that harmoniously blend French and Indian influences, creating a unique and artistic tapestry.

In the heart of Pondicherry, **White Town** stands as a testament to the city's colonial history. Its charming colonial-era architecture becomes the perfect backdrop for murals that mirror Pondicherry's rich cultural diversity. Artists draw inspiration from the city's serene beaches, spiritual ashrams and the famed Auroville community, infusing their creations with a sense of tranquillity and cultural fusion.

The murals in White Town are not merely paintings on walls; they are visual narratives that echo the stories of Pondicherry's cultural confluence. The streets become a living testament to the city's

unique identity, where French elegance seamlessly blends with the vibrant tapestry of Indian traditions.

Auroville, the experimental township near Pondicherry, serves as an oasis of artistic expression. Integrating sculptures and installations into its serene landscape, Auroville exemplifies a fusion of spiritual unity and environmental sustainability. The artworks in Auroville reflect a deep connection with nature and a commitment to a harmonious co-existence with the environment.

Public art in Pondicherry goes beyond aesthetics; it embodies the spirit of cultural integration and the celebration of diversity. The fusion of French and Indian influences in murals and sculptures transforms Pondicherry's streets into a dynamic gallery that encapsulates the essence of this unique coastal town. As residents and visitors traverse the streets, they are greeted not just by the city's architectural splendour but by a visual feast that narrates the tale of Pondicherry's cultural syncretism.

KOLKATA

The intellectual legacy in colours

Known as the cultural capital of India, Kolkata unfolds its intellectual and cultural legacy through the vibrant strokes of public art that adorn its streets. **The Kolkata Street Art Festival**, a dynamic celebration of creativity, has transformed ordinary streets into canvases where local and international artists collaborate, breathing new life into the city's visual landscape.

Kolkata's literary heritage is legendary and its public art pays a colourful tribute to the literary giants who have graced its streets and alleys. The murals, with intricate detailing, celebrate the lives and works of renowned authors, poets and intellectuals. **College Street**, fondly known as **Boi Para** (Book Street), is adorned with murals that pay homage to literary luminaries, underlining Kolkata's deep connection with literature.

These artistic expressions serve not only as visual treats for passersby but also as reminders of the city's intellectual richness. The walls tell stories of Tagore's verses echoing through the air, of Satyajit Ray's cinematic brilliance and of the countless narratives woven by the city's poets and writers.

Kolkata's public art is a dynamic canvas that captures the spirit of the **city's cultural festivals** and socio-political movements. The murals come alive with depictions of Durga Puja, the grand celebration that engulfs the city in fervour. Each stroke of paint encapsulates the energy, colours and essence of Kolkata during these festivities.



Direct Flights from
New Delhi to Kolkata (per day):

- IndiGo: 11
- Air India: 4
- Vistara: 5

Moreover, the walls narrate tales of socio-political movements that have shaped the city's identity. From the Indian independence movement to contemporary expressions of activism, the murals serve as visual testimonials to Kolkata's unwavering spirit.

In essence, Kolkata's public art is more than just an aesthetic expression; it is a vibrant reflection of the city's intellectual and cultural heritage. With each mural, Kolkata paints its stories on the walls, inviting residents and visitors to immerse themselves in the rich tapestry of the city's history, literature and cultural vibrancy.



Photo credits: Pikturenama

VARANASI

A spiritual canvas on the ghats

Varanasi, often hailed as one of the world's oldest living cities, unveils its spiritual tapestry through the vibrant



Direct Flights from New Delhi to Varanasi (per day):
 IndiGo: 3
 SpiceJet: 2
 Vistara: 1



Artists find inspiration in the myriad rituals and ceremonies that unfold along the ghats of Varanasi. From the gentle floating of diyas during the Ganga Aarti to the rhythmic chants echoing through the air, every aspect of spiritual life in Varanasi is encapsulated in these vibrant murals. The art becomes a visual hymn, capturing the timeless rituals that have defined Varanasi's spiritual identity.

Varanasi's public art is more than a mere display of colours on walls; it is a profound reflection of the city's soul. As residents and visitors traverse the ghats, they are not only immersed in the sacred aura of Varanasi but also witness a visual feast that transcends time and connects the ancient with the contemporary. In Varanasi, every stroke of paint becomes a prayer and every mural is a testament to the enduring spiritual legacy of this timeless city on the banks of the Ganges.

Public art in Indian cities serves as a testament to the country's diverse cultural heritage. In Goa, it reflects the coastal vibrancy and cultural fusion; in Delhi, the dynamic interplay of history and modernity; in Kolkata, the intellectual legacy expressed in colours; in Pondicherry, the harmonious

blend of Indian and French influences and in Varanasi, the spiritual canvas on the ghats.

These cities are not just spaces on the map but living galleries where the walls breathe with stories and the streets echo with cultural dialogues. Public art transcends conventional boundaries, engaging communities and turning the mundane into the extraordinary.

As India continues to evolve, so too will its public art scene. The walls will continue to tell stories, the colours will keep evolving and the streets will remain dynamic canvases reflecting the ever-changing narrative of these cities. In this symphony of visual expressions, public art becomes not just an aesthetic delight but a vibrant reflection of India's soul.

medium of public art along the iconic ghats of the Ganges. Amidst the ancient temples and labyrinthine alleys, Varanasi's public spaces become an expressive canvas, showcasing art that captures the city's religious fervour and profound cultural richness.

The ghats of Varanasi, bustling with life and spirituality, serve as a unique stage for art installations and murals that narrate tales from Hindu mythology. These artistic expressions become an integral part of the city's visual narrative, celebrating the essence of spirituality that permeates every nook and cranny of Varanasi. As the sun sets over the Ganges, casting a warm glow on the ancient stones, the murals come alive with stories that have been told and retold for centuries.

2ND EDITION RECYCLING FOR GREENER TOMORROW CONCLAVE & AWARDS

JANUARY 30, 2024
 INDIA INTERNATIONAL CENTRE,
 NEW DELHI



#RFGT

POWER SPEAKERS



DR. SUNEEL PANDEY
 Director- Environment &
 Waste Management,
 TERI



DR. ANNURAG BATRA
 Chairman & Editor-in-Chief,
 BW Businessworld &
 Founder-exchange4media



DR. SAMEER JOSHI
 Vice-Chairman, Indian Plastics
 Institute, Acclaimed Polymer
 Technologist and Expert in
 Plastic Recycling



NIKEETA N JAIIN
 CEO,
 Vardhaman Auto Recycling



AVINASH KUMAR
 Executive Director,
 Earthood Services



B K SONI
 CMD,
 Eco Recycling



REGISTER NOW

For Speakership :
 Priyanshi Khandelwal: 91 84508 44111;
 priyanshi@businessworld.in

For Partnership :
 Aparna Sengupta: +91 99580 00128,
 aparna@businessworld.in

TOKYO, TURNING A NEW LEAF EACH SEASON

The capital city of Japan is a development and technological marvel but has fair share of culture, history and nature to offer to visitors

By Meha Mathur

Coming out of the hardships of world war years, Tokyo has emerged as among the most developed cities in the world. Its highrises, which are an amalgam of latest in technological and architectural advances and care for wellbeing of users, are a subject of admiration and envy across the world. The hygiene, neat and clean streets, highly efficient transport system and people who are hard working and helpful, make this place highly liveable, despite the language hurdle.

But this place, located on the Tokyo Bay, is of interest to tourists also, with enough of culture, history and nature to attract various segments of tourists. Despite the destruction caused during the war, some of old structures have been either



Photograph: Pravita Nair



preserved or rebuilt.

History: Much of the heritage draws from the imperial dynasty and the two prominent religions followed in Japan ie Shintoism and various schools of Buddhism. The grounds of Imperial Castle where the emperor resides (buildings are out of bounds for tourists) and the Senso-ji temple with its high pagoda are prominent tourist destinations. The grounds of the Imperial Castle



in particular are a scenic place, characterised by lush green foliage.

At Senso-ji, you can observe the Buddhist ceremonies and admire the temple building tradition. The vicinity of Senso-ji also has shops where traditional Japanese crafts are available, like the Japanese knives, kimonos, folding fans and other items.

Nature: The cherry tree blossom of Tokyo and other Japanese cities has become a rage globally and tourists wait for this season to head to the city, but the autumn leaves in golden and myriad hues of red are as captivating. While there are dedicated green areas, each neighbourhood also boasts a riot of colours when fall arrives. Among the best places to enjoy is the road leading up to the Japanese Diet (Parliament).

Modern attractions: The Tokyo Skytree, 634-meters tall, is among the biggest tourist draws today. Visitors are taken up to a height of 450 meters in lifts, from where they can gaze at the expanse of much of the city. As they

are lifted up and up, they can actually observe their path upwards through the transparent roof. And the brave-hearted ones get to gaze down and see the movement of people some 450 meters below their feet. The lighting work on the tower doesn't fail to mesmerise those on the ground.

For dog lovers, the Hachiko Statue, dedicated to a dog who waited for his master – a university professor – for years after he passed away is a major attraction and visitors through this place full of admiration for the quality of loyalty and love he possessed.

Food: If you have a liking for sea food, then Tokyo is the place to be. Sushi, tempura, sake and other Japanese food and drinks items that are already a household name back in India are just a few elements of the vast cuisine that is served in Japanese restaurants and eateries. While street food is non-existent, the back streets of Tokyo come alive after office hours as locals head for small joints.

The vegetarians visiting Tokyo won't be disappointed either. A number of Indian and Nepalese restaurants have opened up in Tokyo and other cities. Decorated with Indian art motifs, they serve reasonably good food, starting with a healthy serving of fresh salads. Make sure to order in small proportions, as the servings are generous.

Shopping: Modern gadgets, electronic items and fashion products including apparel attract tourists in droves. Showrooms as extensive as 10 floors offer a world of winter clothing, western wear, cosmetics and other 'must-have' items.



Photographs: Meha Mathur

Connectivity from Delhi Airport



By Shruti Tripathi

Nicobar

In this winter, Nicobar has come up with a collection of **sweaters and scarves**. The crew-neck sweater is available in mustard yellow and green colours which has a material of 100 per cent cotton. The black ripple scarf is another item in the store to make one's winter cosy. These winter wears are elegant and easy to pair up with any casual and formal pants.

Price Range:
Rs 5,500 (Sweater);
Rs 4,000 (Scarf)



Chique

Winters also herald the wedding season and a recent collection by Chique gives perfect choices for the season.

The **fancy velvet top** is available in green, blue and brown colour.

With the partywear bottom, the top will give a perfectly beautiful look. The top has pretty embroidery on the neckline that adds to the glitter of the entire attire.

Price Range: Rs 7,500



Looks Salon

In this hectic pace of life, hair is impacted due to stress and water & air pollution. Looks Salon has brought up volumizing service to induce the hair volume. The volume make every cut and colour beautiful.

Price Range: Hair Volumizing rica hair spray: Rs 2850
Loreal volmizinh shampoo: Rs 695
Moroccan extra volume shampoo: Rs 2340



Blue Tokai

Affogato, served with a scoop of vanilla ice cream and a shot of espresso, is an all-season item at Blue Tokai, which can be enjoyed in summers as well as winters. Part coffee and part ice cream, it can be had as beverage-cum-dessert. The experience of completely different flavours colliding at first and then just fusing together to form something delicious is truly fun and memorable.

Price: Affogato Rs 257.14 (100 ml)



Manan

In their natural and handcrafted collection, Manan has brought in a variety of woollen **cardigans and jackets**. The colour combination and fabric of wearables promise the best look. The cardigans can go with the traditional dresses and can be paired up with denim for a casual look.

Price Range: Rs 12,500



Kama Ayurveda

For acne skin, Kama Ayurveda has brought a new product **Anti Acne Spot Corrector** that can conceal one's acne spots on their special occasion. Especially when the festive season is right around the corner, this product is a necessity. The acne spot corrector is another product in the series of products launched for acne-affected skin. The result of the corrector becomes visible in just one day of usage.

Price Range: Rs 125 (15 ML)

Kheoni

Kheoni's **mint body lotion** is a standout choice for a refreshing skincare experience. Infused with the invigorating scents of Vanilla and Spearmint essential oils, it combines the moisture-locking power of pure shea butter and coconut oil, complemented by the nourishing properties of olive oil. With a commitment to natural skincare, this lotion offers a wholesome and revitalising solution for those seeking a refreshing and efficient skincare routine.

Price Range:
Rs 1,435 (115 ML)



Spice & Sugar

Picking up the staple from winters, Sugar & Spice serves carrot in the form of deliciousness of cake. The creamy and soft texture of cake can make one's day. The spice tinch of cinnamon and nutmeg gives the joyful exposure to one's taste palette.

Price Range: Rs 230 - 270

Modern Bazaar

Among all the things that keep one's winter warm and healthy, **Jaggery** (Gud) comes to mind instantly. It is rich in antioxidants and helps to boost the metabolism. Thinking of the same, Modern Bazaar has introduced some munching food items made from jaggery - Ghee Patti, Agra Dryfruit, Til Patti Round, Rose Gajak, Gajak Roll, Baby Revri etc. These munchies are available in diverse flavours and at affordable prices.

Price Range:
Rs 70 -Rs 230



Chai Point

Roll combo, a popular item among foodies in Delhi and North India, is served with just the right spice level at Chai Point. You can have your choice of filling and match it up with your choice of tea, ideally ginger tea. This is just one of the many items that you would like to savour at this eatery with youthful vibe.

Price: Aloo tikki peppy roll no - Rs 199
Panner tikka peppy roll - Rs 199

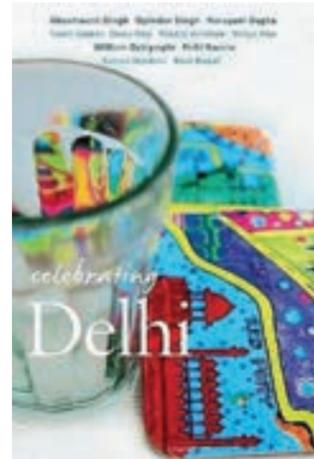
UNEARTHING DELHI'S PAST

By Meha Mathur



Celebrating Delhi

Author: **Ravi Dayal and others**
 Publisher: **Penguin**
 Pages: **157**



How ancient is Delhi and how far does our collective memory stretch about the city's history? Besides the material remains of a society that would have lived where the Old Fort today stands tall and which is believed to be the Indraprastha as described the Mahabharata, and the iron pillars at Qutb Minar and Firoz Shah Kotla that attract thousands of visitor for their metallurgical marvel, where else can one seek our ancient roots? **Narayani Gupta**, a leading historian, has brought to us some answers in this compilation of essays. One clue – an Ashokan edict exists in the midst of hustle-bustle of the city, near ISKON Temple in East of Kailash.

Pradip Krishen provides insights into how the selection of trees for wide and narrow avenues was

done when the Britishers were planning and developing New Delhi. **Khushwant Singh**, who had vivid memories of India Gate being constructed, describes how his grandfather and father were instrumental in building much of what you

see in Central Delhi today, including the majestic state houses.

Similarly, what is the 'authentic' Delhi food, when the city has witnessed influx of people over centuries, each bringing in their own eating habits? **Priti Narayan** seeks to provide answer to this question.

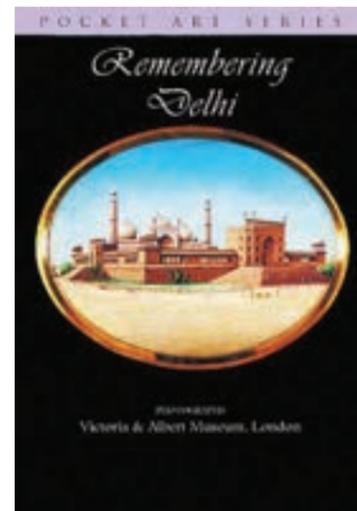
It's a portkey that transports you into past, as you seek answers to all these complex questions.



Remembering Delhi

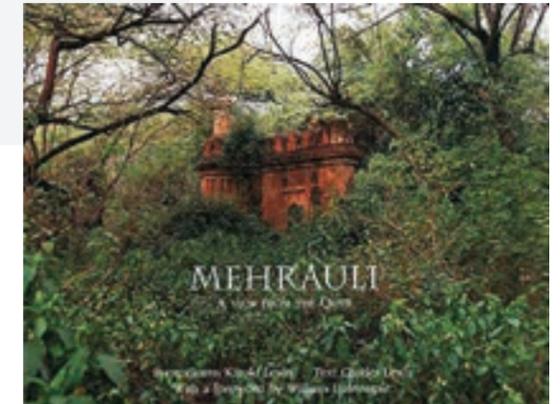
Text by : **Beeba Sobti**
 Photographs from Victoria & Albert Museum, London
 Publisher: **Lustre Press, Roli Books**
 Pages: **114**

British administrators in India carried out extensive art, cartographic and reconnaissance projects in their attempt to understand and govern the country. Out of admiration, amusement and administrative needs, they had the monuments etched on canvas, leaving for posterity a rich record of built heritage in India. Later, cameras took over that function. Much of that artwork is in possession of Victoria & Albert Museum, London. This pocket book on monuments of Delhi, as photographed by some of the earliest photographers on the subcontinent, is a collectible for those who care to treasure such rarities.



Mehrauli – A View From The Qutb

Text: **Charles Lewis**
 Photographs: **Kakori Lewis**
 Publisher: **Harper Collins**
 Pages: **141**



Covered dense in vegetation and easy to miss – as this author has missed twice - is the rampart of Lalkot or Qila Rai Pithora, from where ruled Anang Pal and then Prithviraj Chauhan. Seeped in history, this vast yet forlorn expanse is rarely visited by anyone except those with deep passion for digging up the past. For this dedicated tribe, the father-son duo of Charles and Kakori Lewis have brought this exhaustive and illustrative study of the area and other areas of Mehrauli, the first of the seven cities of Delhi that has seen uninterrupted habitation for over a millennial.

In fact some of the artifacts that have been recovered from the area are now housed in the National Museum.

Besides Lalkot and its more illustrious neighbour, the Qutb Minar, the author and the photographer take us on a tour to the narrow lanes of Mehrauli where old and new jostle with each other and where families have been living in their ancestral homes for generations.

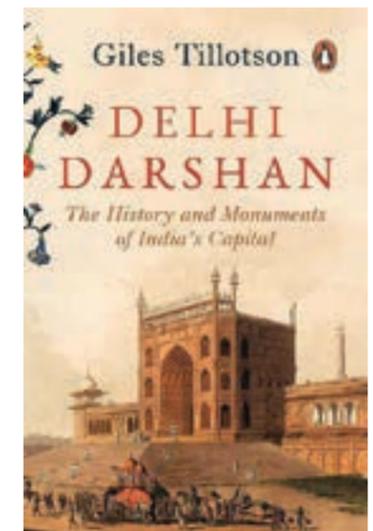
Life in Mehrauli is made rich with co-existence of various religious strands, as exemplified by a stream of devotees at Qutbuddin Bakhtiyar Kaki's dargah, Jog Maya Temple, Dada Bari Jain Mandir, St John's Church and Mahavira's statue.

Markers of a rich texture of life are visible at every nook and corner, though, as the authors worry, much is also at risk of being lost, with the inevitable march of modernity.



Delhi Darshan: The History Of Monuments Of India's Capital

By: **Giles Tilloston**
 Publisher: **Penguin**
 Pages: **208**



Giles Tilloston made India his home after a teaching career at the University of London (1990-2004). He has written and lectured extensively on Indian art and architecture. With a surprising depth of knowledge on Indian history and ethos, he peels the layers of history and forces that were at play behind the construction of various buildings in Delhi.

He doesn't see Delhi's built heritage in isolation. The wars that shaped the destiny of India at the time, the sensitivities that the Mughals brought with them, the motives with which grand structures, especially mausoleums were constructed and the gardens that became integral part of these projects, are described backed by much research.

STAY COZY AND CHIC IN WINTER

By Barkha Rawat

Jumpers

Packable down jackets or extra pairs of sweaters are a much needed thing while travelling in winters to keep our body warm in fluctuating temperatures. If one is conscious about leaving extra space in luggage, then one should prefer carrying an extra pair of jumpers as they are very space-efficient and they are a great source of insulation in winters.



Hat

Protection from elements is very important while travelling and carrying hats is essential for winter travel as they help protect against cold winds and help retain body heat. These also add to the fashion quotient. When it comes to practical winter travel accessories, one should always carry hats of different styles. Beanies are good option too. Wool berets add a completely different grace to the outfit but insulated caps are a great choice.

Scarf

For people who enjoy travelling in winters, a must-carry item is 'scarf' to add a fashionable layer to the outfits. Scarves offer a completely different style. They can be wore in multiple fashionable ways like by draping it, making a loose knot on it, making a small bow, simply tossing it on the shoulders or using a scarf clip. One stylish way to style a scarf is by layering it up in a monochromatic order.



Winter Sports Gear

Carrying winter sports gear has always been a cool thing. Winter travel adventures like skiing, snowboarding or ice skating are the best part of winter travelling but safety always comes first. While going for any adventure trip, one should always carry snow boots, skis and helmets to ensure safety.

Snow Pants

Carrying snow pants and water-resistant pants as winter travel accessories are my go-to garments. Snow pants and water-resistant pants protect in wet conditions, help in insulation and are a whole shield against snow and rain. One good thing about snow pants and water-resistant pants is their durability which always makes travelling an enjoyable experience.



WMO Aims Cracking Macadamia Nuts Right

World Macadamia Organisation seeks to collaborate with the nations that grow macadamias in order to promote the nut's production and trade

By Shruti Tripathi



The body needs nuts and dry fruits as essential sources of vitamins, minerals, antioxidants, and healthy fat. The dry fruit macadamia is well-known for its many health advantages, which include high levels of protein, healthy fats, carbs, vitamin B6, iron, and phosphorus. Australia is the primary home of macadamia nuts, which are widely consumed in central and southeast Queensland as well as northeastern New South Wales.

The World Macadamia Organisation seeks to collaborate with the nations that

grow macadamias in order to promote the nut's production and trade, given its many health advantages. The organisation aims to develop a greater understanding and appreciation of macadamias while stimulating growth, creating demand, and providing the long-term foundations for a strengthened and sustainable market.

Macadamia falls into the category of tree nuts that take a significant amount of time to grow.

Jillian Laing, CEO, World Macadamia Organisation (WMO), on her visit to India, had expressed her excitement to

The organisation's main objective is to inform consumers about the benefits of macadamia for health and the business opportunities it offers

expand the macadamia business in the Indian market. She had said, "We looked at India as a tiny macadamia market and increased the number of people who are aware of their health."

She also underlined the objective of WMO and added, "Macadamia possessed 25 per cent of the world, particularly the subtropical regions. So, we have formed WMO to bring together all of the different production sources. Our objective is to increase awareness and understanding of macadamias."

According to chefs and nutritionists, macadamia nuts not only increase metabolism but also add a nutty flavour to a range of dishes and palate flavours.

Macadamia has been cultivated for 40 years. The global market for macadamia nuts is continually growing, with WMO playing a key role. The organisation's main objective is to inform consumers about the benefits of macadamia for health and the business opportunities it offers.



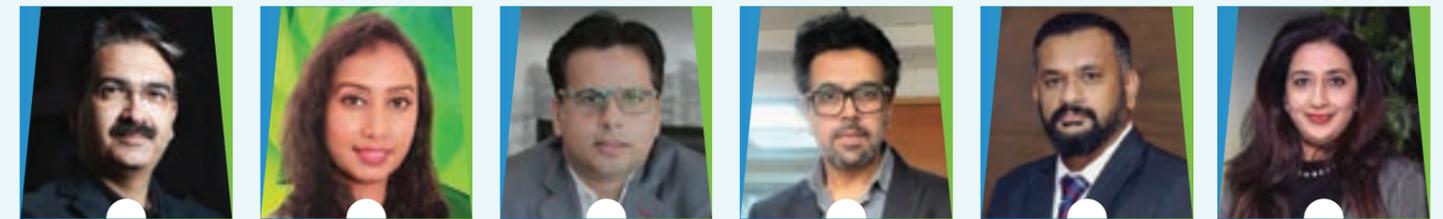
#EXCELAWARD
JANUARY 19
2024



REGISTER NOW

THE IMPERIAL HOTEL, NEW DELHI

POWER SPEAKERS



SANJEEV HANDA
Sr. Vice President PR & Communications, Maruti Suzuki India

ENA CHAKRAVORTY
Vice President, Communication, PR & CSR, Roadis

AMIT ARORA
Head - Corporate Communications, Housing.com

AJEY MAHARAJ
Head Corporate Communication & PR, Fortis Healthcare

NIKHILL BHARADWAJ
Vice President & Head Corporate Communication, Bajaj Allianz General Insurance

POOJA GARG KHAN
Head Corporate Communication & CSR, Panasonic, Life Solution India



ASHIM GUPTA
Chief Brand and Communication Officer, Minda Group



AKANKSHA JAIN
Head Public Relations & Corporate Communications, BharatPe



BHAVYA SHARMA
Director Communication & ESG, Urban Company



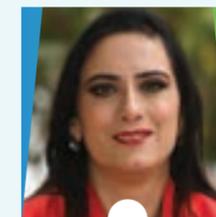
SONAL SINGH
Head Corporate Communications, Jindal Stainless Group



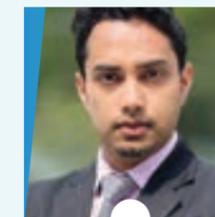
MRINALL DEO
Vice President & Head - PR & Corporate Communications, MobiKwik



AMIT NANCHAHAL
Associate Director, Corporate Communication, Pepsico India



TEHSEEN ZAIDI
Head, Communications, Syngenta India



GAURAV SINGH
Head - Corporate Communications, DLF Home, and Assistant Vice President - Marketing



KHUSHBOO MEHRA
AVP Corporate Communications, Zomato



SHALINI SINGH
Group Head - Brand & Communications, RPG Group



EVENT PARTNERS



FOR SPEAKERSHIP:

Chetan Mehra: +91 98117 02464, chetan.mehra@businessworld.in

TRANSFORM ARTIVE

Exploring the power of therapeutic art

By Aditi Kaul

We live in an era, where we have in our lifetimes not only witnessed the chaos, confusion and fear of battling one unprecedented global nightmare after another but also continue to grapple with a fast-paced world dominated by digital screens and what often feel like the incessant demands of modern day living. Individuals are left feeling more isolated and struggling with mental health issues that span from stressors of everyday life to anxiety, trauma, depression and more. In this context, the transformative power of art-based therapy emerges as catalyst in building hope and strength offering a holistic approach to well-being.

Understanding the therapeutic arts

As an arts-based psychotherapist, I see **creativity as central to healing**. The focus being utilising and manipulating art media that we can control, allowing others space for the release of emotions, finding pleasure through the process and mastery from making something that one is proud of. The mediums could range from conventional paper & paint to food, podcasts, upcycling and ideas and innovation springing up in any corner.

Art therapy is grounded in both psychology and neuroscience. Since the right hemisphere of the brain specialises in perception and synthesising nonverbal which includes music, movement, gesture & expressions, arts have an evidenced role to play in the treatment of trauma (which often underlies a large segment of mental health issues from single event traumas, to attachment related familial struggles) which has a strong neurological basis in how it is processed, especially the disconnect between the cognitive and nonverbal (image-symbol) memories of trauma. **Art-materials help us self-regulate both behaviour and emotion** and the art making process and the content are integral parts of treatment that help to explore, comprehend and elicit verbal and nonverbal communication to help foster resilience.



About the author
ADITI KAUL (MA, PDMT, RCAT)
Lead: Arts Based Therapy Programme, Psychologist, Fortis National Mental Health Programme, Fortis Healthcare

Forms of Art-based Therapy

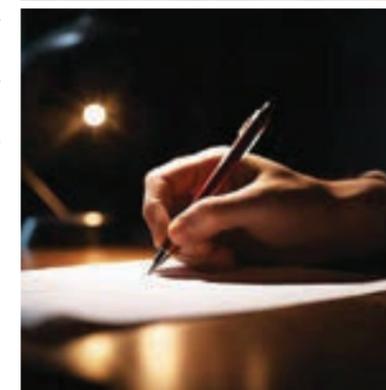
Art Based Therapy is an umbrella term for a range of different art-based forms of intervention that are utilised both individually & together (based on the clients needs).

Visual Art Therapy

Visual art therapy, with its array of mediums like painting, drawing, photography craft and sculpting, provides a refuge for individuals seeking to navigate the complexities of their inner world. The act of creating art becomes a **powerful tool for self-expression**, enabling clients to articulate thoughts and emotions that may elude verbal communication. Visual art therapy not only externalises internal struggles but also provides a **tangible record of one's journey**. The resulting artwork serves as a powerful tool for therapists and clients alike, facilitating exploration and understanding of underlying issues, transforming struggle through tangible media and metaphors.

Music Therapy

Music therapy harnesses the emotive potential of sound to address individual needs. Both through active participation (creating music) or passive engagement (listening), **individuals can access a range of emotions, memories and sensations**. The rhythmic and melodic elements of music serve as a therapeutic bridge and foster a sense of well-being. It fosters emotional expression and social interaction both through individual and group music therapy, which additionally creates **a sense of community**, connecting individuals through shared musical experiences and promoting a collective sense of support.



way allows individuals to make sense of their experiences. Whether sharing personal stories or crafting fictional narratives, this form of therapy empowers individuals to reshape their understanding of self and challenges, fostering a sense of agency in navigating the complexities of their own lives. **Storytelling is a tool that allows one to reclaim control over their narratives**. By reframing stories, clients can cultivate a more positive and resilient mindset, providing a sense of agency, fostering self-care and resilience.

Writing

Journaling, which can often be both cathartic as well as narrative process, allows us to chronicle challenges. Or free writing techniques

Movement Therapy

In a world characterised by sedentary lifestyles, movement therapy emerges as an **important tool to engage both mind and body** while addressing the dynamic interconnectedness of the two. Individuals are encouraged to express and explore emotions through physical expression, as well as become more aware of the emotions and physical sensations they carry. Movement therapy is particularly relevant in addressing the mind-body connection, promoting self-awareness and countering the physical toll of modern living. Through dance and movement, **individuals can process trauma, enhance body awareness and build strength** through a non-verbal sensory medium.

Storytelling and Narratives

Stories or the ability to think in a narrative

where the client is asked to write without editing themselves for a period of 20 minutes making space for cathartic release. Poetry & song writing facilitate creativity and expression through symbols and metaphor to amplify and concretise the expression of core thoughts and emotions allowing one to regain a sense of autonomy.

In conclusion, art therapy is an all-encompassing tool that is anchored in the power of creativity. Regardless of age, gender, race, religion or language, it centres on the use of the creative to transcend barriers both within and outside of the self. Art-based therapy stands as a testament to the enduring power of the human spirit to find solace, connection and self-discovery through the arts both in a preventive and supportive realm as well as an integral tool in the treatment of challenging mental health conditions.



- The recently discovered frescoes at this ancient city that had been buried for thousands of year after a volcanic eruption show chicken and other eatables. Clearly it was a restaurant advertising its produce. Which city are we talking about?
 - Milan
 - Pompeii
 - Mexico
 - Cairo
- Among the earliest examples of rock art is at Altamira in.... The animal depictions here were first engraved and then painted.
 - France
 - Portugal
 - Spain
 - Poland
- Among the few obelisks in India is the Siege Monument, erected in memory of soldiers who died in the fourth Anglo-Mysore war in 1798-99. In which city is this monument located?
 - Srirangapatna
 - Mysore
 - Hubli
 - Udupi

- 'Kitsch' art is associated with massy art, which was initially criticised as being of low taste. However, there is a growing interest in this art form the world-over. Which language has given this word?
 - Italian
 - French
 - Russian
 - German
- With which work is Renaissance artist Michelangelo not associated?
 - Peita
 - School of Athens
 - David
 - Sistine Chapel
- The famous renaissance-era painting titled 'The Ghent Altarpiece' was rendered by...
 - Jan van Eyck
 - Filippo Brunelleschi
 - Donatello
 - Sandro Botticelli
- Who among the following was not an impressionist?
 - Claude Monet
 - Pierre Auguste Renoir
 - Camille Pissarro
 - John Constable

- While miniature painters in India rarely got due recognition, 18th century miniaturist Nainsukh was an exception. To which place did he belong?
 - Mandu in Madhya Pradesh
 - Jaipur in Rajasthan
 - Guler in Himachal Pradesh
 - None of the above
- Who among the following did commissioned photographs of royalty in India during the British rule?
 - Raja Ravi Varma
 - Raja Deen Dayal
 - Samuel Bourne
 - Homi Vyaravalla
- According to the Guinness Book of World Records, the world's largest painting is 'The Journey of Humanity' by Sacha Jafri. The painting was unveiled in ... in March 2021.
 - New York
 - London
 - Lisbon
 - Dubai

Answer key

1. b. Pompeii	2. c. Spain	3. a. Srirangapatna	4. d. German	5. b. School of Athens	6. a. Jan van Eyck	7. d. John Constable	8. c. Guler in HP	9. b. Raja Deen Dayal	10. d. Dubai
---------------	-------------	---------------------	--------------	------------------------	--------------------	----------------------	-------------------	-----------------------	--------------

BW BUSINESSWORLD

THINK BUSINESS.
THINK BW BUSINESSWORLD.



SUBSCRIBE &
SAVE 40%
+ A MARKETING
WHITE BOOK
FREE



MY MAGAZINE CHOICE (\$)	TERM	BW BUSINESSWORLD	BW EDUCATION	BW PEOPLE	BW HEALTHCARE	BW WELLBEING	BW HOTELIER
	1 YEAR	26 Issue ₹ 5200/- ₹ 3499/-	6 Issue ₹ 1800/- ₹ 1499/-				
2 YEAR	52 Issue ₹ 10400/- ₹ 6499/-	12 Issue ₹ 3600/- ₹ 2699/-	12 Issue ₹ 3600/- ₹ 3060/-				
3 YEAR	78 Issue ₹ 15400/- ₹ 9499/-	18 Issue ₹ 5400/- ₹ 3799/-	18 Issue ₹ 5400/- ₹ 4320/-				

Magazine Name: _____ Term: _____ Amount: _____

Name: Mr/Mrs: _____

Designation: _____ Organization: _____

Address: _____

City: _____ State: _____ Pin: [][][][][][]

Email: _____ Mobile No.: [][][][][][][][][][][]

Amount Rs.: ₹ [][][][][][][][][][][] Transaction No.: _____ Date: [][][][][][][][][][]

NEFT Details:

BW BUSINESSWORLD MEDIA PVT LTD

A/c No. : 50200003029707; Bank: HDFC Bank Limited; IFSC Code: HDFC0001236

Please send scanned copy of form on below address OR Whatsapp to **Vinod Kumar** - Circulation & Subscription

BW BUSINESSWORLD MEDIA PVT LTD; 74 -75, 1st Floor, Amrit Chamber, Scindia House, Connaught Place, New Delhi - 110001

Phone / Whatsapp: +91 9810961195 /9873826570; Email: vinod@businessworld.in

SCAN & PAY



businessworld111.123@hdfcbank

A legacy of

43 Years



THINK BUSINESS. THINK

BW BUSINESSWORLD

www.businessworld.in