

## **Motifs, Materials & Makers of Art Deco: An Experiential Workshop**

“What is special about Mumbai’s architecture, and about Art Deco in particular, is that unlike Delhi it is not all monuments or public buildings, it is homes and schools and cinemas, spaces we have lived in, grown up with and can relate to.”

*(Founder Trustee, Art Deco Mumbai **Atul Kumar**)*

Smooth lines, geometric shapes, streamlined forms, and bright colours. **Art Deco** was the most fashionable international design movement in modern art from 1925 until the 1940s. Unabashedly bold with an ever-glamorous decorating style that is easily distinguishable with its gilded details, rich textures, and geometric patterns.

Since 1933, Regal Cinema has been standing tall as the oldest proponent of Mumbai’s Art Deco legacy. At present, there are around 200 Art Deco structures in Mumbai - primarily apartment buildings, but also present are theatres, schools, bungalows, hotels, halls, clubs, and commercial buildings, second only to Miami in the world. As an architectural style, it became popular in Mumbai during the 1930s. Although still surviving, many of these buildings are now lost among the towering urban landscape. The recent decades have seen a newfound engrossment in the city’s Art Deco heritage, above and beyond architecture.

**Baro Market, 47-A Design, Art Deco Mumbai, and Avid Learning** present a day-long workshop on decoding Art Deco influences. This will be the third installment in Avid Learning’s appreciation of this unique art design movement. We will delve into the history, politics, transitions, and adaptations of the architectural style. The experts will explore its influence over typography, interior design, textiles, and discover the people behind the scenes.

### **Workshop Highlights Include:**

- Comprehensive historical overview of Art Deco design language and its adoption in India
- Art Deco in Mumbai
- Art Deco collectibles and timepieces - Makers of Art Deco
- Art Deco design
- How to speak Deco – Adapting Art Deco elements at your home

Please read below for more information on the event:

The workshop will begin with a comprehensive introduction by *Interior Architect and Curator, Art Deco Show at 47-A **Kunal Shah***, talking about the origin story of Art Deco and setting the course for the rest of the day. Then *Poet and Professor, Sir JJ College of Architecture **Mustansir Dalvi*** will contextualize the political and historical understanding of the style in India with respect to Mumbai, narrating the growing popularity in the 30s and 40s along and the royal patronage of Maharajas. *Creative Director, Pavitra Rajaram Design **Pavitra Rajaram*** will showcase the perfect symmetry in living with Deco. *Artistic and Cultural Curator, **Srila Chatterjee*** will jazz up the experience of adapting Deco at home through jewellery and other collectibles. *Writer, Publisher, and City Chronicler, **Meher Marfatia*** will bring to light the human aspect of the style, sharing some behind-the-scenes anecdotes of the people involved with Art Deco. The workshop will come to an end with the participants taking on a walkthrough of the exhibition at **47-A Design Gallery** where *Textile Practitioner, **Hema Shroff Patel***, and *Typographer and Type Designer **Tanya George*** will provide the participants with hands-on experience of the style and design.

Join us as we immerse into the calm and warmth of Art Deco for a unique experiential learning workshop. While exploring the predominant quarters, we also turn our attention to how Art Deco entered into these spaces and revitalized the details of everyday life as well as high design.

**When:** Saturday, 12th November 2022

9:30 AM - 10:00 AM – Registrations


10 AM - 5:00 PM - Workshop

**Where:** Essar House, 11, Keshavrao Khadye Marg, Mahalakshmi, Mumbai

Fee: INR 2500/

Register: [www.insider.in](http://www.insider.in)

Press Enquiries: [ayeshah.avid@gmail.com](mailto:ayeshah.avid@gmail.com)



# MOTIFS, MATERIALS & MAKERS OF ART DECO

Smooth lines, geometric shapes, streamlined forms, and bright colours. Unabashedly bold with an ever-glamorous decorating style, Art Deco is easily distinguishable with its gilded details, rich textures, and geometric patterns. Today, we have around 200 Art Deco structures in Mumbai - from apartment buildings to theatres, schools, hotels, and clubs, second only to Miami in the world.

Join us as we immerse into the calm and warmth of Art Deco with unique experiential learning at the ongoing exhibition by **Baro Market and 47-A: Design Gallery** as our experts decode the mystery - How does an art movement that began around 100 years ago still inspire and motivate the makers and creators of today?

### Highlights

- Comprehensive historical overview of Art Deco design language and its adoption in India
- Art Deco in Mumbai
- Art Deco collectibles and timepieces - Makers of Art Deco
- Art Deco design
- How to speak Deco – Adapting Art Deco elements at your home
- The second part of the workshop will be conducted at a **47-A Design gallery** around the ongoing exhibition, **Art Deco by Baro Market and 47-A Design**.

 Artistic and Cultural Curator <b>Srila Chatterjee</b>	 Poet and Professor, Sir JJ College of Architecture <b>Mustansir Dalvi</b>	 Typographer and Type Designer <b>Tanya George</b>	 Writer, Publisher and City Chronicler <b>Meher Marfatia</b>	 Textile Practitioner <b>Hema Shroff Patel</b>	 Creative Director, Pavitra Rajaram Design <b>Pavitra Rajaram</b>	 Interior Architect and Curator, Art Deco Show at 47-A <b>Kunal Shah</b>
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**When:** Saturday, 12th November 2022  
9:30 AM – 10:00 AM Registration  
10:00 AM – 5:00 PM Workshop  
**Fee:** INR 2500/- (including lunch)  
**Tickets:** [www.insider.in](http://www.insider.in)

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## About Speakers:

### Kunal Shah

A Mumbai based Interior Architect, Kunal Shah's eponymous design practice is inclined towards minimal interventions and restraint with layers of craft and art. He was the co-founder of 'claro' - a concept store in Goa that bore testimony to his eye for beauty and design originating off the beaten track. His built works vary from contemporary houses to restoration, adaptive reuse and exhibition design.

Kunal is an avid collector of contemporary as well as period works of south Asian art, craft and design. His passion for art history and design history made him a natural choice for a special presentation on Art Deco.

### Mustansir Dalvi

Mustansir Dalvi is a poet, translator and editor. He has three books of poems in English, *Brouhahas of Cocks* (Poetrywala, 2013), *Cosmopolitician* (Poetrywala, 2018), and *Walk* (Yavanika Press, 2020/ Poetrywala 2021). His poems have been translated into French, Croatian, Hindi, Gujarati and Marathi. Mustansir Dalvi's 2012 English translation of Muhammad Iqbal's influential *Shikwa* and *Jawaab-e-Shikwa* from the Urdu as *Taking Issue* and *Allah's Answer* (Penguin Classics) has been described as 'insolent and heretical'. He is the editor of *Man without a Navel* a collection of translations of Hemant Divate's poems from the Marathi (2018, Poetrywala). Mustansir Dalvi was born in Bombay. He teaches architecture in Mumbai.

### Pavitra Rajaram

Pavitra Rajaram is the former lead designer, director of visual merchandising and head of content and creative strategy at Good Earth, India's iconic luxury lifestyle brand. As part of the founding creative team, she played a significant role in establishing the distinctive creative footprint of the brand. She is also the founder and creative director of Pavitra Rajaram Design, an award-winning interior design firm. A long-time believer in the power of design led thinking in brand strategy; Pavitra also advises India's leading paints and wallcoverings company Asian Paints on their décor strategy. Since 2017, Pavitra has been involved in setting up and managing a not-for-profit arts and culture archive called *Sarmaya* that focuses on experiences and programming both offline and online to engage younger audiences in the art of the Indian Subcontinent. Pavitra has been a recipient of the INTACH award for space restoration, the EDIDA award for product design, and is on the prestigious AD100 list of the 100 best architects/interior designers in South Asia. Pavitra has a degree received magna cum laude from Smith College, USA.

### Srila Chatterjee

Srila Chatterjee has been a Producer for most of her life, running Highlight Films and making commercials. Her new avatar fits into her passions for art, design, people and travel – she styles interiors and has a furniture and home store, BARO, in Bombay. She strives to use her space to share the notion of slow living, doing things of quality that are intelligent, meaningful, equitable and inspiring.

### Meher Marfatia

Meher Marfatia is a freelance journalist and independent publisher. With a Masters degree in English Literature, she worked as Assistant Editor of *The Illustrated Weekly of India*, and Text Editor for *Marg Publications*, *Art India* and *Verve* magazines, besides writing for the *Indian Express*, *Times of India*, *Midday*, *Mumbai Mirror* and *The Swaddle*, among others. Her publishing imprint – 49/50 Books – focuses on little-known aspects of communities and cultures. Its first title in 2011 was *Laughter in the House: 20th-Century Parsi Theatre*. Her recent book, *Once Upon a City*, offers expanded essay versions of her popular Sunday Midday column. A big believer in the power of oral history, Meher's passion for Bombay sees her engage extensively with its locals, documenting their lives in some detail. The stories people tell hold the key to understand the past and appreciate the present – to better shape the future of a city richly deserving attention and care.

**Hema Shroff Patel**

Hema Shroff Patel is a self-taught handicraft artist. Her passion for textiles led her to launch Amba in 1999. Amba creates a theme-based collection of textiles and lounge wear each year. The Amba team is committed to understanding and preserving techniques of traditional Indian weaves, while pushing the boundaries to find a contemporary expression in handloom today. Their work is brought to life by a wonderful team of weavers and block printers in Central India. Amba has been a social enterprise for over fifteen years, committed to funding projects which sensitively refine and contemporarize traditional weaving skills. Hema has been working in Maheshwar for over 30 years. She served on the WomenWeave Charitable advisory board for 17 years and worked with Rehwa Society to revive their classic Maheshwari saree designs. She continues to work on social welfare initiatives for the Maheshwar weaving community, focusing on diabetes, women's health and eye care.

**Tanya George**

Tanya George is a Mumbai-based designer and researcher with a wide-ranging independent practice that includes creating custom fonts as well as brand identities with a specialisation in Indian scripts. She also conducts type walks around Mumbai, along with typography workshops, and writes about type.