

For Immediate Release

“In Art Deco, design merges seamlessly into architecture.”

- Giles Worsley

Avid Learning in collaboration with Art Deco Mumbai presents Decoding Art Deco: Revisiting Modernity, our second workshop on one of the most iconic architectural and design styles of Bombay- Art Deco, or, Bombay Deco, as architectural historians have dubbed it. With over two hundred Art Deco style structures, Mumbai is second only to Miami in its Art Deco tradition.

The description of the workshop is as below:

This workshop will be conducted by Conservation Architect Vikas Dilawari and Founder of Art Deco Mumbai, Atul Kumar. Art Deco Mumbai is a pioneering philanthropic initiative attempting to engage with the people of Mumbai while creating awareness and an understanding about the city's heritage.

This workshop will decipher the beautiful and compelling minutiae of art deco architecture with a special focus on conservation efforts and techniques. Our experts will also probe the way Art Deco has shaped Bombay's architectural style and urban landscape.

This discussion will be part of our Multipolis Mumbai series, which decodes the past while looking to the future and finding novel ways of engaging, interacting with and reenergizing the city that we love! Under this umbrella we continue to take a closer look at the city's built heritage and its architectural and urban historical developments. We are charting the way businesses, brands, philanthropic individuals, and now, architects have influenced the way our city's appearance has been shaped.

Revitalising Mumbai's Historic Precincts was on the re-energizing of historic neighborhoods through art, architecture and design. Our panel of experts discussed how the city is being reimagined and its uses and predetermined pockets being redefined. They discussed the confluence of conservation architecture, branding, and economic strategy to gentrify and redefine communities. Panelists emphasized the importance of teaching the history of Mumbai to its inhabitants and discussed the history of the city's areas such as Ballard Estate, mill areas and ports and how Phoenix mills has been one of the best and most successful revitalization projects.

In Building Bombay: Business Families and the City, experts discussed how prominent business families from various communities, were powerfully synonymous with the city's very fabric. These families had great influence on the architecture, commerce, and social and civic development of an emerging Bombay through Infrastructure Building, Trade-related Civic Contributions, Key Services, Creation of Cultural Capital, Philanthropy etc.

Atul will examine how Art Deco as a style became symbolic of change and modernity in the 1930's was adopted by architects shaping the city's fast-developing areas like Marine Drive and Oval Maidan, to give a distinctive futuristic aesthetic to an emerging Indian identity.

Vikas will provide a rare perspective from the conservation architect's point-of-view on the challenges and methods of preserving some fine examples of the style from around the city.

Learn more about this innovative, urbane and glamorous style that has been largely neglected but has seen a resurgence of interest recently.

There also will be an opportunity to get up close and personal with Bombay Deco on a specially curated walking tour that takes you into the very heart of south Mumbai's Art Deco heritage precincts as part of this immersive workshop.

Workshop Highlights Include:

Comprehensive Historical Overview on Bombay's architectural history and development pre- and post- the advent of Art Deco

Comprehensive historical overview of Art Deco style with examples from around the city

Learn to identify, conserve, preserve Art Deco

Locate and examine examples of Art Deco architecture

So come rewind, explore and discover a beautiful and forgotten part of our city's built heritage.

Where: Essar House - Podium 11 K.K. Marg, Mahalaxmi Mumbai 400034

When: Saturday, 3rd February 2018 | 10.00 AM – 4.00 PM

VENUE: Essar House- Podium 11, KK Marg, Mahalaxmi, Mumbai 400034

FEE: Rs. 1500 (including lunch); Rs. 1000 with valid student ID

RSVP Email / Call: www.avidlearning.in/ avidlearning@acerinox.in /

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About the Instructors

Atul Kumar is the Founder of Art Deco Mumbai which has created the only online public domain repository of information including research, building inventory and photo documentation dedicated to Mumbai's iconic Art Deco architecture.

He has worked actively on civic issues particularly on protecting open spaces, heritage conservation of the south Mumbai Art Deco precinct and supporting the precinct nomination to UNESCO. He is passionate about conservation, civic and governance issues & is a Trustee of OVAL Trust, NAGAR Trust & NPCCW Trust.

Vikas Dilawari is a practicing conservation architect with nearly 3 decades of experience exclusively in the conservation field, ranging from urban to architecture.

He has done his double Masters in Conservation from School of Planning and Architecture (New Delhi) and from the University of York. He was the Head of Department of Conservation Department at Kamla Raheja Vidyanidhi Institute of Architecture (KRVI) Mumbai from its inception in 2007 till Aug 2014. His practice has successfully executed several conservation projects ranging from prime landmarks to unloved buildings of Mumbai. He was instrumental with INTACH Mumbai chapter to list the CST station as World Heritage Site in 2004. Several of his projects have received national and international recognition. A total of 15 of his projects have won UNESCO ASIA PACIFIC Awards for Cultural Preservation in SE Asia . In 2017 three of his projects got the UNESCO Asia Pacific Awards.

He has worked on many significant heritage public buildings like the Dr Bhau Daji Lad Museum & Christ Church in Byculla, Elphinstone Building, The Fire Damaged Corporation Hall of the MCGM, the Aga Khan Palace in Pune, The Rajabai Clock Tower, The Royal Bombay Yacht Club, & The Durbar Hall in Kochi which was one of the venues for the first biennale in the country. Mr Dilawari has lectured and written extensively on the subject of

conservation nationally and internationally.

About Partners

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 750 programs and connected with more than 65,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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Art Deco Mumbai (ADM) is a Digital diarist that showcases Mumbai's Art Deco, chronicles its history and advocates its conservation. It has been focused creating outreach for Mumbai's rich Art Deco heritage. ADM strives to expose and educate people about Art Deco structures in the city of Mumbai and its main aim through this initiative is to increase public awareness about the city's rich and unique architectural Deco heritage. It does so digitally by photo documenting neighborhoods and showcases them online on social media and its website www.artdecomumbai.com. The ADM website gives access to a comprehensive repository of information available in the public domain and is the only one of its kind. They aim to bring Art Deco heritage into Mumbai's mainstream dialogue on heritage and empower all stakeholders to take decisions to ensure its appreciation and survival.