

Piramal Realty and Piramal Art Foundation present an *Open Studio Day* for the *Piramal Art Residency Program* at Thane

- Piramal Realty hosts artworks created on-site by resident artists during a three-week Art Residency at Vaikunth, Thane
- Drawing inspiration from the developments natural surroundings five up-coming artists will be showcasing their works in an open studio day

Mumbai, June 17, 2016: Piramal Realty together with the Piramal Art Foundation are hosting an *Open Studio Day* for the fourth *Art Residency Program* at their luxury residential complex at Piramal Vaikunth, Thane.

As a part of its endeavour to support art and culture, and engage in community interaction across all its developments, Piramal Realty in cohesion with the Art Foundation introduced the *Art Residency Program* at Vaikunth, Thane in 2015. The program encourages young artist to explore their creativity in a natural environment over a period of three weeks.

Speaking about the Art Residency, Anand Piramal, Executive Director, Piramal Group, said "At Piramal Realty, we are committed to providing our residents not only the best quality in homes but also the best quality in lifestyles as well. The current program at Vaikunth is a part of our larger vision to provide customers with an elevated lifestyle at all our properties."

The fourth cycle of this successful program focuses on *Binary* at a conceptual level as related to the artist's surroundings. Featuring works by five young artists from across India, it aims to bring forth differences in culture and explore the rich heritage of the country.

Speaking on the residency, Ashvin Rajagopalan, Director, Piramal Art Foundation said, "The artists in residence come from different parts of the country, and so, their exchange of ideas and art works will help conceptualize their versions of 'Binary' as well as establish links across the country to develop a cultured and educated audience that is sensitive to the richness of art."

Artworks are open for public enjoyment on June 17 at Piramal Vaikunth, Thane.

About Piramal Realty: Piramal Realty is the real estate development arm of Piramal Group. In 2015, Piramal Realty secured approx. USD 434 million from international Private Equity partners: Goldman Sachs and Warburg Pincus. This is India's largest private equity investment in real estate since 2007.

Piramal Realty aims to be the gold standard in design, quality, safety and customer centricity in both residential and commercial real estate. Piramal Realty's developments, while being cutting edge and contemporary, focus on embracing a more intuitive definition of luxury, which celebrates nature, greenery, space, light, ventilation, art, culture and community living.

Piramal Realty's board includes Deepak Parekh (Chairman of HDFC), Nitin Nohria (Dean of Harvard Business School), Robert Booth (former CEO of EMAAR Properties Dubai) and Subbu Narayanswamy (Director of McKinsey & Co. and head of the real estate/infrastructure practice in Asia).

About Art Residency at Piramal Vaikunth: The Art Residency at Piramal Vaikunth is organized around a particular theme drawn from art, history, science, literature or social studies and consists of

4 studio rooms where up to 6 artists can work for a period of 3-4 weeks. Fully funded by Piramal Realty, the residency includes opportunities for artists to interact with peers as well as seniors in the field through presentations and gallery visits. Celebrating art in the city of Mumbai, the Piramal Group has successfully managed to encourage budding artists.

About Piramal Art Foundation: The Piramal Art Foundation was founded in 2014 by the Piramal family. The aim of this foundation is to preserve the artistic heritage of modern & contemporary Indian art. The foundation will undertake the collection, preservation and documentation of artworks for public display as well as for research and education.

For more Details/Information

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