



We are a growing curated collection of vintage pieces  
from around the world, specialising in vintage





# MANIFESTO

We are a curated collective of Indian graphic artists spearheading an art movement to redefine our visual identity for the 21st century.

Challenging the traditional notion of art, we believe in a world where art is affordable to own and inspires us to express ourselves daily.

Every purchase rewards an artist.

*“Ever-changing window into the emerging graphic art of India... and a great sense of India now.”*

**CreativeReview**





SAMEER KULAVOOR



MIRA MALHOTRA



SHIVA NALLAPERUMAL



JASJYOT SINGH HANS



SAJID WAJID SHAIKH



SHILO SHIV SULEMAN  
THE FEARLESS COLLECTIVE



RANGANATH KRISHNAMANI



LOKESH KAREKAR



JOHNNY GANTA



OSHEEN SIVA



UPASANA AGARWAL



ARSHAD SAYYED

# CONNECTING GRAPHIC ARTISTS WITH ART FANS FROM AROUND THE WORLD



KULTURESHOP . IN



NUPUR SINGH



ARJUN VAGALE



CHRIS MARTIN



FAB 5 FREDDY



MICHAEL JOHNSON D&AD



CHRIS LEACOCK, MAJOR LAZER



BANI J



DEV PATEL



SHRUTI HAASAN



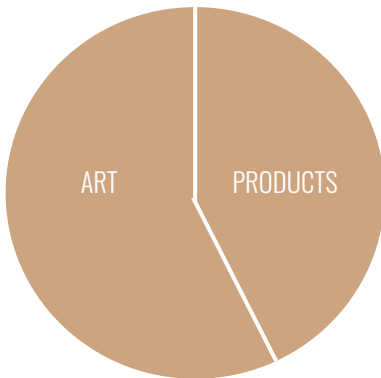
NUCLEYA



KALKI KOECHLIN



MOSILLATOR



## Art v Products

Our catalogue has grown to more than +1000 artworks. Last year we made your art available on canvas, archival and silkscreen prints for your patrons, collectors and new art fans. This in turn has increased our art vs. product sales from 50-50 % to 60-40%.

## Artist Fees

Till date, Kulture Shop has paid out artist fees accumulating to:

# Rs 1 Crore+

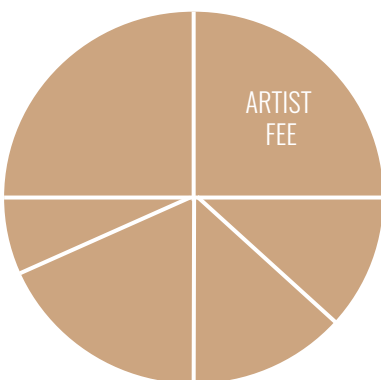


## Local vs International Artists

Kulture Shop is a cosmopolitan entity, that is only growing each year. We have also always been conscious of the rising Indian identity within the graphic art scene worldwide. Thus Kulture Shop was born in the Motherland with a strong foothold in the rest of the world.

## Most Earned from Sales:

1. Ranganath Krishnamani
2. Shruti Venkataraman
3. Jas Charanjiva
4. Rishidev RK
5. The Dallas Company
6. Muhammed Sajid
7. Broti Bhattacharya
8. Aviral Saxena
9. Sajid Wajid Shaikh
10. Kashmira Sarode



## Artist Fees: Your Cut

You are our priority, thus, our prices are competitive. Depending on your label, you get 20 or 25%, in art prints and 14 or 10% in lifestyle products. The rest goes towards tax, processing, printing, inventory and to keep retail and online running, All while making sure our prices are affordable for our patrons.

## Newly Added

- Fearless Collective (Shilo)
- Osheen Siva
- Shirin Johari
- Sonal Vasave
- Namrata Vansadia
- Sky Goodies
- Blaft Publications



## CATALOGUE - TOPICS

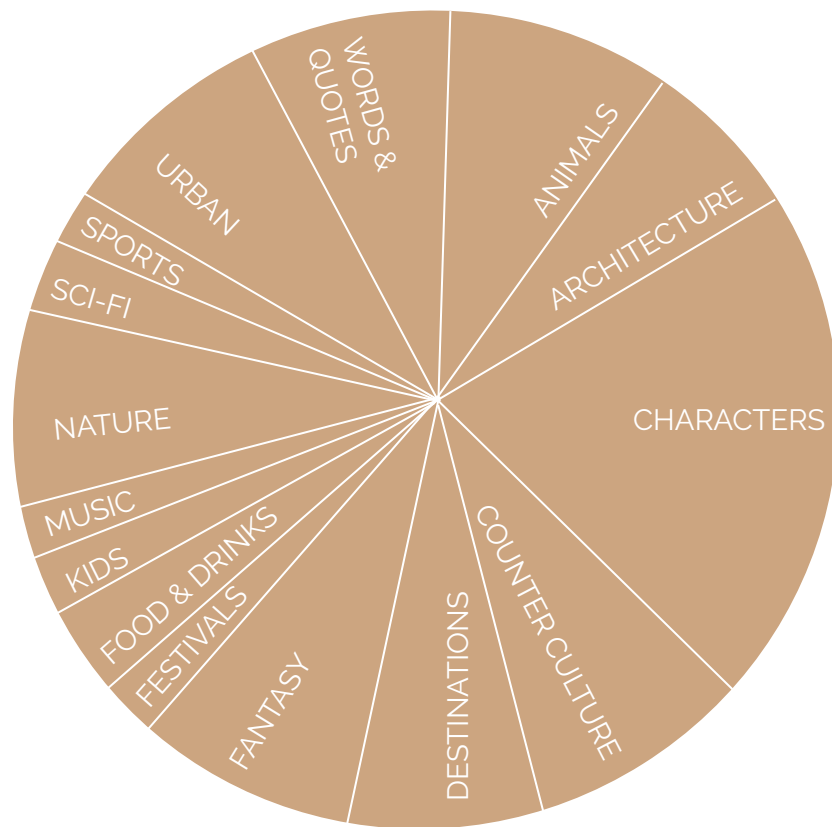
**2019** - Over the past five years, we've gained an understanding of what the audience wants to buy. Our stores provide us with stories and not just numbers - adding context to the data. While our primary focus remains representing the graphic art landscape in the country, these insights can help you use our platform in an optimum way.

**Art as Gifts.** Our patrons are travellers from around the world looking for a unique gift or art for their own walls. City-based artworks or maps make for a great souvenirs.

**Size Matters.** When buying for their homes, people tend to favour bigger sizes. This also results in a higher artist fees for you. We now offer sizes up to A0, please keep that in mind while creating new work. Interior designers will love you for it.

**Relevant Topics.** We are excited to curate new work around the lesser explored topics of sports, causes and food in India. We're also going to start accepting illustrations for children.

We're always happy to discuss what's trending at our shops or common requests once you're ready to get going.



## TOPICS TO EXPLORE FURTHER

We totally understand that art is not simply categorized by 16 topics. There is an infinite list of topics. The ones above have been crafted to help our patrons find work they can connect with.

Kulture Shop has always been that connect between the artists and collectors. It's a fine line to walk because more than pandering, we want our artists to be spearheading a new affordable and culturally relevant graphic art movement. Make a mark on the world!

Based on the feedback from the stores and what we see online we have a perspective on area in the catalog artist can help grow. When it comes to decorating homes or gifting pieces of art to friends and family, our patrons look for that personal connect. Insightful observations, new ways to look at India, representing the Now, providing a means for others to express themselves through your work... the list of inspiration is endless. Consider some of the smaller quadrants as areas where patrons might be looking for work.



# **K** TIPS TO PROMOTE YOUR ART



## **Repost your work regularly!**

Remind your audience and fans that your past works are still available.



## **Show some WIP**

Show behind the scenes pictures of how the artworks came together!



## **Tagging**

Use a minimum of 10 tags that speak about your work. It helps your fans engage in the comments!



## **Promote your Artist Page**

Add your Kulture Shop Artist Page link to your bio, website, portfolio or keep it as an IG highlight!



## **Your 15% Discount code**

Roll out your 15% discount codes to friends & family!



## **Promote and support a fellow artist**

Promote your favourite fellow artists as they may repost your admiration. We love seeing you guys supporting one another!



## **Say Cheese!**

Show your face once in a while. Followers love to see who's behind the work.



## **Artwork descriptions or captions**

Be thoughtful about describing your artwork. Sometimes your art says it all, but other times it can go deeper, so don't be shy to explain it. Your caption may encourage reposts, shares or dialogue within the comments!



## **Engage in comments**

Respond to all your comments (sooner the better). If the algorithm sees enough activity within the first half hour or so, it will consider your post something your followers will be interested in, increasing your reach!



Hi!



KULTURESHOP . IN



# K ARTIST LABELS

We know labels are passé, but over the years, we've realised every artists has different needs and these help us figure out how to cater to yours.

## *PRESENTS*

Non/Exclusive label for marquee Indian graphic artists and special collaborations.

LIMITED EDITION - COMING SOON

## *SELECT*

Exclusive label for curated leading Indian & international graphic artists who receive a host of value added services.

## Curated

Non-Exclusive curated, emerging Indian & international graphic artists.

## LABS

Label for in-house commissioned work for specific product categories. What to get involved, mail [kunal@kultureshop.in](mailto:kunal@kultureshop.in)

## *ARTIST BRANDS*

Leading independent graphic design brands or studios producing their own quality products, prints or zines.

# K ARTIST LABELS: EXPLAINED

## *SELECT*

**CATEGORY:**  
Exclusive Artists  
+ Leading Indian  
Graphic Artist

Minimum ten  
artworks to be  
submitted in two  
years.

Exclusive licensing  
rights on curated works  
globally.

\*You can continue to produce  
your own products, and use  
the KS pricing for reference.

**ARTIST FEES:**  
Upfront Fee  
Opportunities.  
Direct Sales Fee:  
25% on Art Prints  
14% on Products  
Upfront fees

\*Percentage on indirect sales is  
variable.

Artists can join on the  
Curated label and progress  
to SELECT.

## Curated

Curated Emerging  
Artists  
Non-Exclusive,

**NON-EXCLUSIVITY:**  
Same artworks can be  
on other artist  
platforms in India

**ARTIST FEES:**  
Direct Sales Fee:  
20% on Art Prints  
10% on Products

\*Percentage on indirect sales is  
variable.

## *ARTIST BRANDS*

We'd like to support you in  
whatever way we can -  
Artists Brands allows us an  
opportunity to represent  
zines, books, and novelty  
product items depending on  
season.

**FEES:**  
Kulture Shop takes 40% of  
the Net Price as our  
Distributor/ Retailer Fee for  
items sold.

# K WHAT WE DO BLOG / INSTA



+15 THEMES

## THEMES & CUSTOM BRIEFS

We're interested in curating multiple artistic perspectives on topics that are culturally relevant or commercially viable to drive new work and create a larger context around it.

## TALKS, WORKSHOPS & EVENTS

Workshops for students, legal advice for artists or just to hang, we host an array of events at our stores and other venues to engage with the larger design community. To the right is an image from the night of Ladies Wine and Design.



15 WORKSHOPS | 30 SHOP EVENTS



## LOCAL GROUP SHOWS & INTERNATIONAL EXHIBITIONS

Indian graphic art deserves a global audience. We strive to exhibit your art works at cultural hubs around the world - including London and Germany.





## LIMITED EDITION

We now support artists producing limited edition archival or silkscreen prints, connecting you with an audience which appreciates a higher art value.

## SQUARE, ARCHIVAL, DOLCE VITA AND CANVAS PRINTS

We ensure your art is presented on the best medium. We provide three options for affordable art prints - from Fine Art Guild-approved archival to Museum Pro Canvas. We offer your work on three materials, 4+ sizes and three frame colours, providing 127 options for every artwork.



## ART DISCOVERY: DIGITAL & ANALOG

To navigate our catalogue of 1000+ artworks, we've created systems and tools that help the audience find your work through tags, themes and collections. The system is replicated in our retail stores as well.

## LOOKBOOKS

We think your art deserves to be on a wall, and we go out of our way to make sure it gets there. We offer lookbooks for architects and interior designers, which bring your work to life.





### MUHAMMED SAJID

BANGALORE, INDIA  
EXCLUSIVE ARTIST

DESTINATIONS | CHARACTERS | NOSTALGIC |  
CUTE | KITSCH | POP



HOME // KERALA FOLK

#### KERALA FOLK

MUHAMMED SAJID

Light up in Kerala. Muhammed Sajid portrays people from the diverse and color

Originally from Calicut, Muhammed Sajid now lives in Bangalore. With a degree from the College of Fine Arts, Trivandrum, he likes to be constantly drawing and sketching. His illustrations always feature bright joyful palettes while the styles range from geometric architectural renderings to insightful character portraits.



## ARTIST PAGES

We spent a lot of time crafting your artist page - a one-stop shop which gives the consumer an insight into your artistic journey, deconstructs your work and showcases all your prints and products.

## EDITORIAL & PROMOTIONAL

Our in-house team works on designing editorial images that are used in our stores and on our website. We try different sizes and frames showing the same work in different ways because we want to best portray your art.



## SOCIAL MEDIA

Engaging with the community is an essential part of being an artist. We do social media promotions so that your work reaches a wider, global audience.

80K 36K

## ARTIST PRESS

As a collective, we strive towards creating a dialogue outside the design community. Press helps us engage and inform the larger audience about your work.





## VENDOR & CUSTOMER SUPPORT

We handle both ends of the production, from getting quality product to delivering it - leaving you free to focus on what you'd like to do the most - make art.

## PROCESSING & FRAMING

We're super careful while processing your work. We ensure that colours are reproduced perfectly across different materials and surfaces.

Framing elevates and preserves the artwork, which is why we place a huge emphasis in getting that done right.



## PACKAGING

Our award winning packaging ensures that your prints travel safely, no matter how far they have to go. Our KTubes can so be repurposed for storage, or for their own DIY project!

## INTERNATIONAL SHIPPING

Art is inherently personal and we believe if someone relates to your art, they should be able to receive it - no matter where they are in the world.

We offer international shipping, so that anyone can buy or gift art that they love.



INDIA

CANADA

GERMANY

FRANCE



USA

CHINA

UAE

SINGAPORE

UK



## ART x BRANDS

We also offer high-end creative solutions for businesses, powered by Kulture Shop. Let's Collaborate!

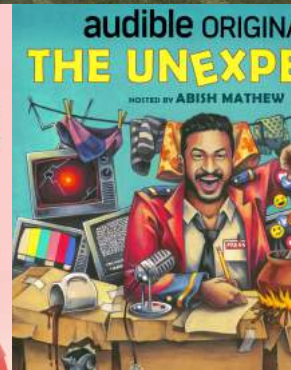
### CO-LAB OPPORTUNITIES

At Kulture Shop we strive to offer artists end to end solutions within an ecosystem. We are here to inspire you and provide you the best opportunities we can.

We help prime brands find original design solutions that speak to both local and global audience. Along the way, we handpick select artists to contribute to a wide range of projects such as Apple, Audi, Amazon, Colgate etc.

#### Case Studies

We are also looking for a talented Art Director to support the in-house team. If you feel you have the chops, then share some work and your CV with us on [info@kultureshop.in](mailto:info@kultureshop.in)



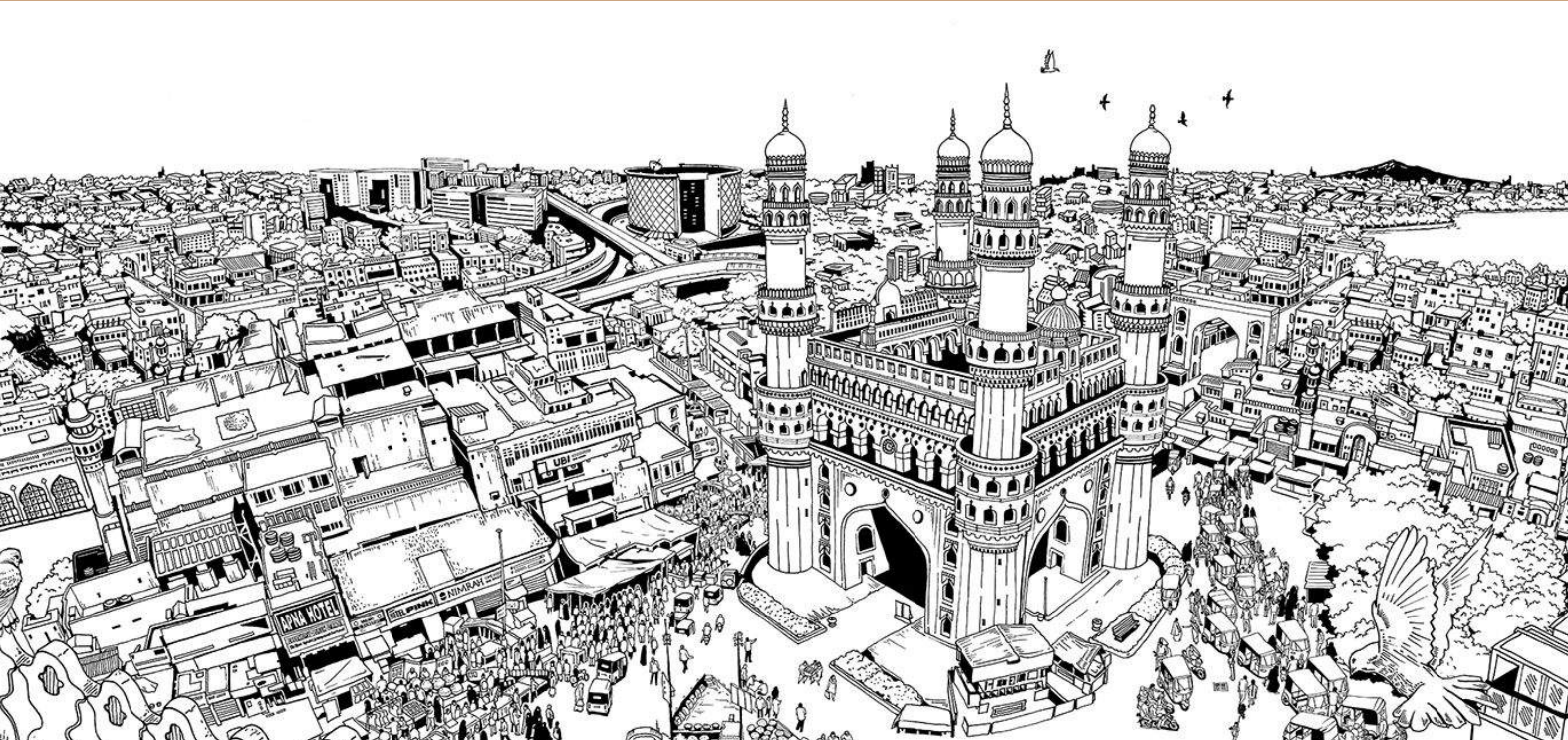
If you want help with project management, licensing, contracts, .etc, then do get in touch.

**HMU.**



## ART x BRANDS

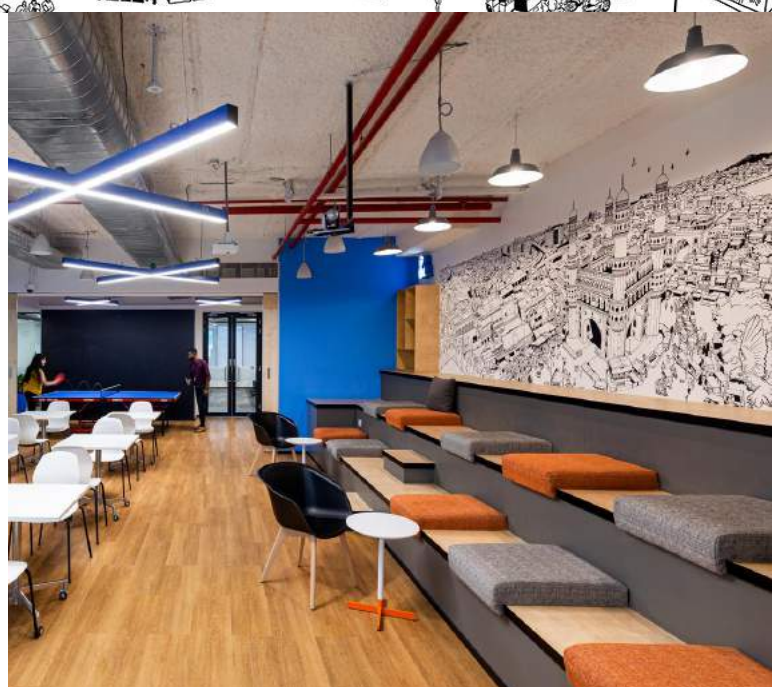
We also offer high-end creative solutions for businesses, powered by Kulture Shop.  
Let's Collaborate!



## ART FOR INTERIORS

We believe your art deserves a home. We leverage our in-house team to assist corporates and institutions on consultation for interiors including murals, wallpapers and existing and custom artworks. The image on the right is a collaboration with Broti Bhattacharya for Paypal's Head office in Hyderabad. Broti has evolved his style making it work for both prints and office spaces.

[VIEW MORE](#)



If you want help with project management, licensing, contracts, .etc, then do get in touch.

**HMU.**



## ART x RETAIL

Our stores are premium experiences, combining art and retail.  
Come visit!



Say Hi to:  
Divya Kulkarni - Kala Ghoda  
(+91) 22 2267 7006

Our retail stores are located in the heart of the city - the art district of Kala Ghoda, and the cultural hub of Bandra.

We strive to create an experience-led art store. With a clean modular design, our stores declutter the retail experience and act as a modern day gallery.

Our store managers are people we've carefully chosen - they are the passionate storytellers on our team, narrating tales of your artworks.

## KALA GHODA

The Kala Ghoda store attracts local and international art lovers, as well as travellers from around the world. It is the place where first time visitors transform into lifelong fans!



**ART x RETAIL**

Our stores are premium experiences, combining art and retail.



**BANDRA STORE**

Since our stores were generating the most traffic, it was only natural for us to make the Bandra store more accessible to newer patrons. Do come and hang out! Your fans always want to know how you are and what you're up to!



Say Hi to:  
Roma Dave - Bandra  
\*91 9324412234, 022 2655 0982



## ART x RETAIL

Our stores are premium experiences, combining art and retail.



## BESTSELLERS, COLLECTIONS & ART PICKS

To do justice to our growing catalogue, every artwork is placed carefully after multiple conversations between the store and the art team. We aim to showcase a wide collection of art in a coherent manner, and showcase new works, bestsellers and themes.



## ART x RETAIL

Our stores are premium experiences, combining art and retail.



## ART DISCOVERY

We want to help our customers find the perfect art for their spaces, and your art to find a loving home. Our art discovery tools ensure that there is a perfect match, from the art to the frame. We care about the details, as much as you do,





**ART x RETAIL**

We look forward to conducting more exhibitions with you guys!

**UNBROKEN: Store Launch Exhibition**

We opened the new Bandra Store with an exhibition highlighting women's issues in a fierce and witty way.

Thanks to all those that came by and supported us as well as the artists whose work was exhibited! Having a sense of community in all we do is important to us!





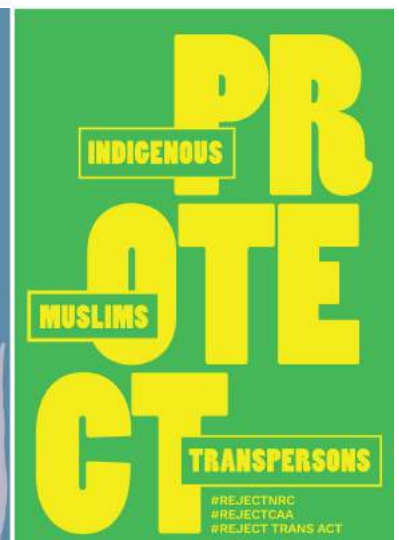
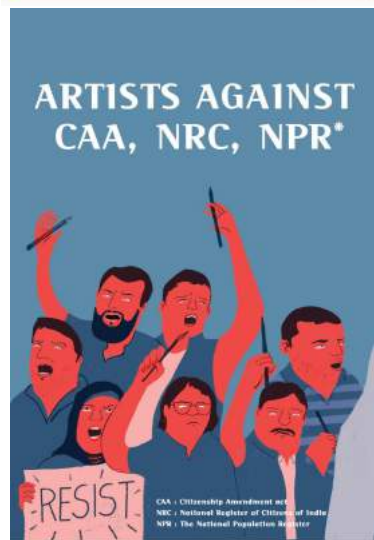
## Freedom of Expression

"You can't help it. An artist's duty, as far as I'm concerned, is to reflect the times." - Nina Simone

THE WHEEL OF CHANGE



INDIA AGAINST CAA & NRC

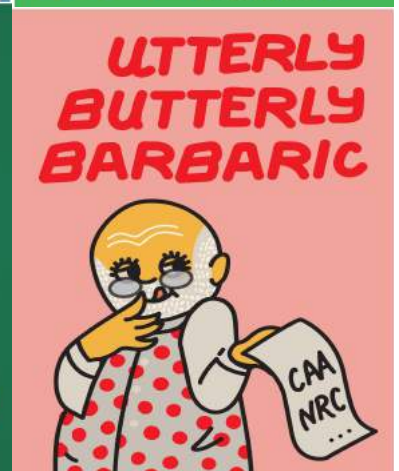
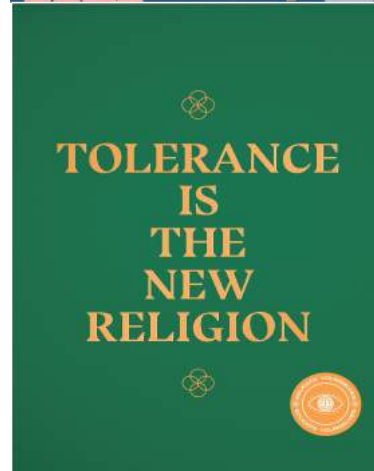


### Causes & Protest Art

In light of the current political conditions, we had curated around 80 protest posters. Thank you to all the artists that shared their work.

These were printed and kept at the Kala Ghoda store and are free to visitors to pick up. We have also been reposting your posters across our social media.

We look to delve into more works, more issues, and be inclusive across wider spectrums (ie genders, sexual preferences, cultures, communities, species).



## ART x RETAIL

Our stores are premium experiences, combining art and retail.  
Come visit!



## Artist Mural Shutters

Kulture Shop store shutters are open to both KS and non-KS artists. For artists abroad feel free to share some ideas or mockups of what you might have in mind for an art retail store.

Our in-house team is happy to help execute the artworks on the shutters via a project and paints.

[Submit designs](#)

Right: Kala Ghoda - Think Local by Mira Malhotra



# K CURATION PROCESS

## STEP 1: AGREEMENTS AND CURATION

Kulture Shop follows a seven point curation criteria to showcase the finest graphic art coming out of India today on a global scale.



Artist Labels:  
Select /Curated

We map you to an artist label that works for you according to your needs.



Agreement  
Signed

You can get on a call with us if you need help with terms and conditions. We don't hide the fine print.



Curation  
Process

We identify the work we'd like to curate, or you can submit what you'd like to see on your artist page. You can send us low-res JPEGs of the work to start the curation process.





## STEP 2: ONBOARDING

We represent the best indian graphic artists globally  
You are one of thousands of artists we have identified through curation.



### Artwork Submission

Please send us the  
raster/vector files of your  
work via the form below.

[Submit Work](#)



### Artwork Processing

We have a thorough method for  
processing artworks - we make  
sure your files are ready for all  
sizes, and the colors are perfect.  
We do test prints to make sure  
it's all pakka!



### Website & Retail Promotions

Once they're up on the  
website, we make banners  
and gifs that you can share  
on your IG and website. We  
also update our store layout  
to showcase new artworks.



### Co-Lab

We'll also get in touch  
with you if any Brand /  
exhibitions / events /  
workshops opportunities arise.



### Product Mapping

Most products have vastly  
different production  
schedules and need to be  
ordered in bulk, which is why  
we gauge the commercial  
viability of an artwork before  
mapping it.



### Developing New Work

We work with you to identify  
areas that could develop  
work through custom briefs  
mapped to topics or products  
that both you and the  
customer are interested in.



### Artist Fees

For every product sold,  
you get an artists fee  
that's transferred to you  
on a quarterly basis.

## NEW WORK

Sketches, WIPs, even just an idea? Send 'em all.  
We can help you develop it and find the right place on our platform.

[SUBMIT](#)

### *ARTIST SERIES*

A series helps you present a coherent body of work, showcasing a topic or style you're exploring.

[SUBMIT](#)

### CUSTOM THEMES

We write custom themes for groups or individual artists. Get in touch if you have anything you'd like to work on

[SUBMIT](#)

### Limited Edition

If you are interested in producing silk screen, riso or limited edition work, or interested in us stocking your products, write to us!

[GET IN TOUCH](#)

### Events, Talks, Workshops

Have a cool idea for an art workshop? We can help you with the venue and offer support you'll need.

[GET IN TOUCH](#)

### Shop Murals

If you'd like a bigger canvas for your work, you can paint the shutter at our Kala Ghoda and Bandra stores!

[GET IN TOUCH](#)

**HMU.**

Give us a shout, drop a text, or write to us.  
Anmol Chacko [@chackoan]  
+91-7777098757 | anmol@kultureshop.in

**K** WORK IN PROGRESS...





# K COMING SOON

It's an exhilarating and dynamic time right now. As artists, it is our job to represent these times, provide an original perspective to help people express themselves. Here are a few exciting things coming to Kulture Shop in the following weeks!



## New Zine by Jasjyot Singh Hans

This zine is a collection of some of the most moving sketchbook drawings. Jasjyot stays true to the themes of body positivity that run through his body of work. However, more than that it is also an homage to women as they are but in a way that is absent in popular media.

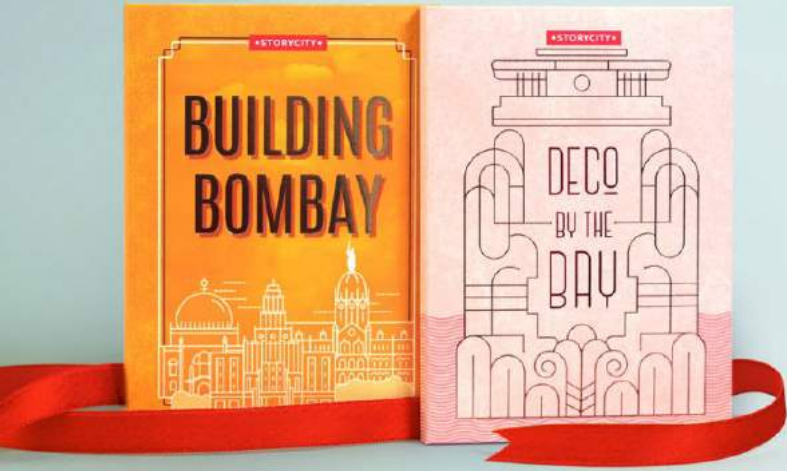
## New Silkscreen Work by Nargis Shaikh

Nargis loves to observe patterns in the world and discover newer ones each day. Pottery and Printmaking have contributed to how her work has shaped itself.

Kulture Shop loves to represent varying styles of prints and patterns. If you are thinking of exploring silkscreen printing do drop them by!



**K** COMING SOON



## New Storycity Discovery Sets

Storycity has come out with two more exciting discovery sets to get to know Bombay. Deco By the Bay is a beginners guide to to the classic Art Deco buildings around South Mumbai. Building Bombay is a gorgeous update to their sold out guide to the architectural heritage around Fort!

## Tamil Pulp Fiction Series

Pulpy South Indian goodness in translation! Crime & detective fiction, supernatural mysteries, romance, horror, space opera, and more!



## The 3rd edition of INDERNET in Cologne, Germany

More information coming soon...

**18-21 JUNE 2020**  
KUNSTHAUS RHENANIA, KÖLN





*“A great platform for young artists to aspire to.”*

- Sameer Kulavoor  
(LEADING INDIAN ILLUSTRATOR)



*“It is becoming what you can call an art institution.”*

- Hemant Kumar  
(KULTURE SHOP ARTIST)

*“Emerging as the new champion of Indian graphic art.”*

ELLE

*“The difference is this is run by artists themselves.”*

- Ranganath Krishnamani  
(D&AD AWARD WINNER)



*“Visual socio-political commentary of new age India.”*

PLATFORM

*“The only credible and respected platform for graphic artists in India.”*

- Mira Malhotra  
(KYOORIUS/D&AD AWARD WINNER)

*“A fresh take on Indian art... inspiring... curatorial rigour and commercial viability.”*

- Mort Chatterjee  
(Curator and Gallery Owner of CHATTERJEE AND LAL, MUMBAI)

*“Like a primer on the Indian graphic design scene.”*

CNN  Travel



PUSH

NAMASTE  
KONNICHIWA  
SALAAM  
CIAO  
GUTEN TAG  
HOLA  
BONJOUR  
HELLO!

GOODBYE  
AU REVOIR  
ADIOS  
AUF WIEDERSEHEN  
ARRIVEDERCI  
KHUDA HAFIZ  
SAYONARA  
NAMASTE

KULTURESHOP . IN