

## **KULTURE SHOP™ LAUNCHES KATALYST COLLECTION**

*Katalyst Collection of Limited Edition Art Tees and Art Prints in collaboration with indie cinema queen **Kalki Koechlin**, Pentagram's **Randolph Correia** and others.*

Kulture Shop, the new online graphic art platform creates limited edition lifestyle products featuring work by some of the biggest names in Indian graphic design. The KATALYST collection brings to you Art made in collaboration with independent minded individuals from the fields of Film – Indie actress **Kalki Koechlin**, Design – Designer and photographer **Shahid Datawala**, Science – Spacecraft designer **Dr. Susmita Mohanty** and Music – Shaa'ir + Func/Pentagram guitar hero, **Randolph Correia**.

These artworks are now available in a limited edition of 150 ART TEES and 100 ART PRINTS at [www.kultureshop.in](http://www.kultureshop.in) and at the Kulture Shop Showroom in Bandra West, Mumbai. As a special offer, large scale unique prints of these works are also for sale in which proceeds will go towards a street art project supported by Kulture Shop & the Katalysts.

### **The Launch Event**

The launch took place at Colaba's 1/29 gallery where well-known faces from Mumbai's indie creative community of artists, art enthusiasts, designers, musicians and tastemaker interacted with the artists and the Katalysts amidst the large sized unique editions of the artworks.

In attendance were celebrated food writer and TV host Rashmi Uday Singh, DJ Mathieu Josso of the Bhavishyavani music collective, hair and makeup artist Elton Fernandez, model and DJ Paloma Monnappa, Bungalow 8's Head of Design Mathieu Gugumus and stylist, activist & cast member of the groundbreaking production Nirbhaya, Sapna Bhavnani. The one-of-its-kind art event also featured live performances by festival favourites Nikhil D'Souza, Sandunes, Randolph Correia and DJ Reji taking the event to an entirely different level. Whiskey and cocktails sponsored by Jameson added to the lively experience as guests mingled in an environment conducive to meeting new and interesting people over conversations about art and the evolving art scene.

### **About the Artwork**

Kalki Koechlin inspires Sameer Kulavoor with a shared love for 80s Bollywood, to create Santre, where design meets classic dance moves, a throwback to the heyday of 70s Bollywood.

Original hipster – photographer, furniture designer and collector of all things cool, Shahid Datawala inspires Lokesh Karekar with his penchant for odd collectibles to create the tongue-in-cheek Eestree.

The incredible Susmita Mohanty, a former NASA / ISRO spaceship designer and founder of India's first private space start up hunkers down with Aviral Saxena to create Space Station Mumbai a mock-up of a very real, space-travel-friendly future.

Finally, Kulture Shop Creative Director, Kunal Anand jams with musical maverick Randolph Correia, who puts the Func in Shaa'ir + Func, to create Frequency, built from sound waves, lines and electronica that make up Func's sound.

For more info, call 02226550982 or +919004180703 or email [jas@kultureshop.in](mailto:jas@kultureshop.in)



#### **About the Artists**

**Sameer Kulavoor:** Sameer's intimate and compelling perspective to India always moves one. Hailed by Computer Arts Project and recognised by Luerzer's Archive as one of the top 200 illustrators worldwide, Sameer is the founder of Bombay Duck Designs and co-founder of 100% Zine. Somewhere in between he manages to create brilliant original work for Kulture Shop.

**Lokesh Karekar:** Lokesh makes a statement with thought, wit & simplicity which always manages to hit you with a spell. Founder of LOCOPOPO & co-founder of 100% Zine, Lokesh has been hailed by many established publications including Hindustan Times, Kyoorius Design & IDN. Lokesh's original works for Kulture Shop continue to put a smile on those who see it.

**Aviral Saxena:** Aviral's intricate and witty work instantly bowls you over and makes you a lifelong fan. This NID graduate's art is born out of the streets and lives everywhere. The goatee-sporting, tandoori kebab-loving artist a.k.a Spam-Bam is an integral part of Kulture Shop.

**Kunal Anand:** Kunal's work is often met with a skipped beat, followed soon by amazement. Nurtured in his hometown in Zimbabwe and matured at London College of Communications, his art is a unique mix of dark and fun design. This creator of the boutique design house 'Cabein' is now the creative director here at Kulture Shop.

#### **About Kulture Shop**

Our vision is to develop a sustainable creative eco-system for Indian graphic artists to have their work seen, discussed, appreciated - and monetized. We just couldn't bear to see so much brilliant work forever hidden in their sketchbooks, computers and wonderfully divergent minds. We curate established and emerging talented artists and mentor younger ones. And continue to search for new talents that represent the most unique, sophisticated and promising work. We provide themes, select the best works and print them on premium Kulture Shop products for sale. Art prints and art tees for now but, in time, other lifestyle products. Artists are compensated per piece sold, so for every one bought, an Indian graphic artist is rewarded for their work.

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