



KULTURE SHOP

India's Pioneering
Graphic Artist
Collective

"Providing an ever-changing window into the emerging graphic art of India, and is perhaps the closest glimpse yet into what's to come."

**Creative
Review**



Electronica by BLOT! x Reshidev RK



We are a growing curated collective of Indian graphic artists from around the world, spearheading an art movement that seeks to redefine our Indian visual identity in the 21st century.

We strive to create art that is bold, dynamic, fresh, thought-provoking and relevant. Going beyond the traditional notion of "Art", we believe in a world where art is affordable to own and empowers us to express ourselves daily.

For every item purchased, an artist is rewarded.

The Birth of a New Indian Art Wave

A new group of creative urban Indians has emerged, redefining the contours of Indo-Global art and culture. As the first generation having access to computers, software and higher Internet speed in India, a new wave of Indian artists are quickly evolving and have developed a bold, confident perspective in a short period of time. These artists are finding their voice and moving fast.

Kulture Shop brings the best and most promising graphic artists on board to document the times we live in through a forward-thinking Indo-global perspective. The criteria which leads the curation process ensures each artist brought on board is a technically skilled, thought-provoking, innovative commentator on contemporary culture.



OUR ARTISTS HAVE BEEN FEATURED IN COUNTLESS INTERNATIONAL DESIGN/ART/CULTURE PUBLICATIONS

WIRED

CULTURAL



theguardian

BBC

FAST COMPANY

JUXTAPOZ
ART & CULTURE MAGAZINE



IdN

HI-FRUCTOSE



typeroom

Design*Sponge

WSJ

TAXI

dribbble

VICE

Our Movement

Updating the World's Perception of India Through Graphic Art

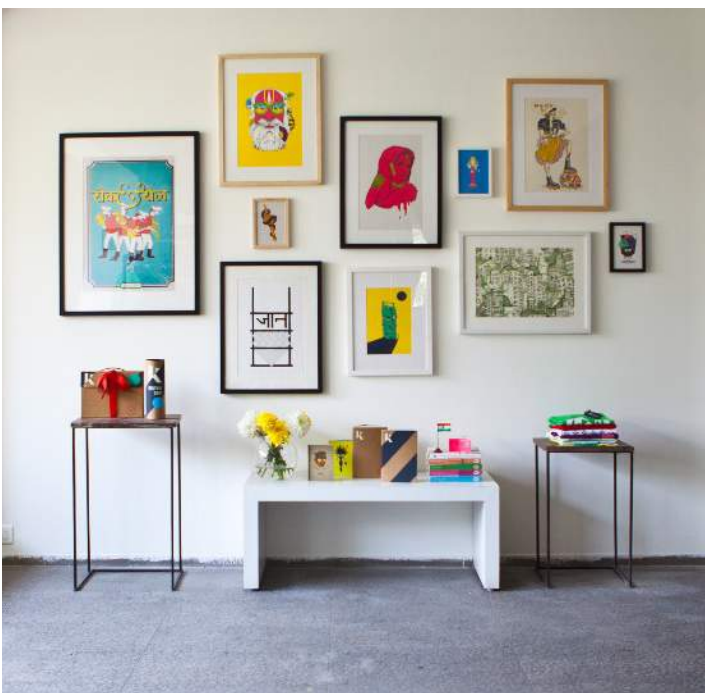
Kulture Shop is a platform providing a sustainable ecosystem for the most talented Indian graphic artists around the world to monetise their brilliant work normally found sitting in their sketchbooks, computers and minds.

Our mission is to lead, shape and introduce to the world a new genre of Indian art that's confident and culturally relevant, using graphic art as the vehicle to democratise art by making it affordable, more accessible and relatable.

Kulture Shop provides its artists end-to-end support in order for their art to be available across various products and to be discovered and loved by consumers in all parts of the world. For every product purchased, an artist is rewarded.

"As India comes of age globally, the opportunity for our nation to change social perceptions & make a new statement to the world through its art must be seized."

ARJUN CHARANJIVA
Founder & CEO



KULTURE SHOP AT A GLANCE:

Launched: February 2014

Headquarters: Bandra, Mumbai

Industry: Graphic Art & Lifestyle

Company Mission: Lead, shape and promote a globally a new genre of Indian Art; Make art affordable and accessible; Change the way people discover and buy art.

Mottos: Support the Artist; Welcome to a New Indian Art Wave; Art is Life

Area Served: Worldwide

Founder: Arjun Charanjiva (CEO)

Co-Founders: Kunal Anand (Curator/Design Director)/KS Artist Jas Charanjiva (Showroom & PR Director/KS Artist)

Store Locations: Mumbai (Bandra, Kala Ghoda)

Number of Artists: 100 (and counting) curated

Origin of Artists: Indian (based around the world)

Type of Art: Graphic Design, Illustration, Typography, Patterns and Mixed Media

Number of Artworks: 1000+ (and counting)

Available Products: Art (Art Prints, Canvas Art), Home (Cushion Covers, Coasters, Mugs), Fashion (Men's and Women's Tees), Lifestyle

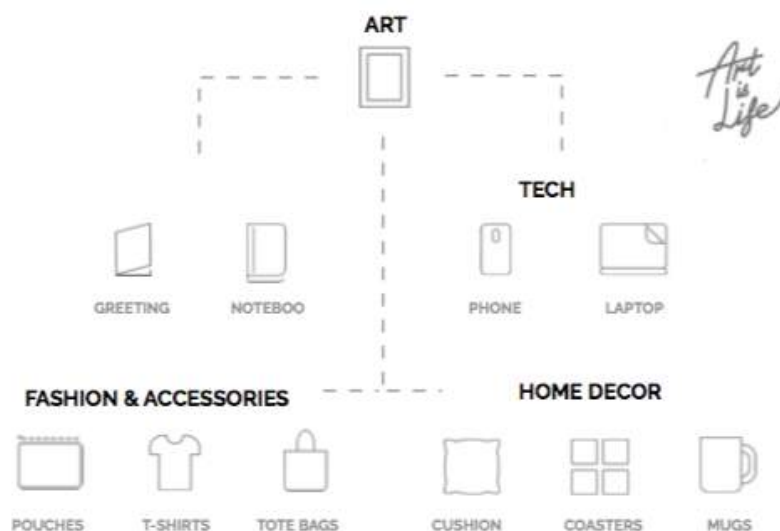


The Kulture Shop Motto: Art is Life

Bringing Art into our daily lives is what Kulture Shop strives for, believing that everyone should be able to afford art they can relate to whether it be on their walls, the clothes they wear, the cushions they place on their sofa or the stack of coasters they set on their coffee table. Art's role here is to express oneself.



And thus, Kulture Shop is where the best artists & designers converge to make their art available to everyone on various items of expression producing approachable and culturally relevant art that reflects the times through a progressive urban Indian mindset.



OUR ARTISTS

ART STUDIOS:

Bombay Duck Designs / Codesign / Kokaachi / Kosh / Locopopo / Lokesh
Karekar / Meera Sethi / Mira Malhotra /
Sameer Kulavoor / Saumin Patel / Studio Kohl /
Tara Books / The City Story

SELECT ARTISTS:

Abhilash Baddha / Aditi Dilip / Ameya SK / Anant Ahuja / Avinash Jai Singh /
Aviral Saxena / Aziza Iqbal / Broti Bhattacharya / Chaaya Prabhat /
Dallas Fernandes / Furqan Jawed / Gaurav Basu / Hari Panicker /
Hemant Kumar / Hitesh Malaviya (Rocky) / Janine Shroff / Jas Charanjiva /
Jasjyot Singh Hans / Jayesh Raut / Johnny Ganta / Karan Kumar /
Kashmira Sarode / Kavya Singh / Khyati Trehan / Kshitiz Sharma /
Kunal Anand / Kunel Gaur / Mehek Malhotra / Mohini Mukherjee /
Muhammed Sajid / Nikunj Patel / Prabha Mallya / Pragun Agarwal /
Priyanka Karyekar / Ranganath Krishnamani / Reshidev RK / Rohan Jha /
Sahil Shah / Sajid Wajid Shaikh / Sanchit Sawaria / Sheehij Kaul /
Shirish Ghatge / Shiva Nallaperumal / Shivam Thapliyal /
Shreyansh Agarwal / Shruthi Venkataraman / Tanya Bhandari /
Vijay Krish / Vishnu Nair

EMERGING ARTISTS:

83 Oranges / Anjali Mehta / Anjul Dandekar / Archan Nair / Arjun Makwana /
Ashwin Johrapurkar / Ayesha Rana / Darpan Bajaj / Deadtheduck /
Divya Negi / Hanisha Tirumalasetty / Hitanshu Bhatt / Hiten Sondagar /
Jyotirmayee Patra / Kanika Sethi / Kavya Bagga / Kruttika Susarla /
Manu Ambady / Mayur Mengle / Meroo Seth / Nilesh Kulkarni / Nisha Sethi /
Noopur Choksi / Nupur Panemanglor / Pavan Rajurkar / Prashant Hande /
Prateek Vatash / Praveen Yarramilli / Prince Lunawara / Priyesh Trivedi /
Rachna Ravi / Radhika Chitalia / Ravi Arora / Riddhi Desai / Rohan Dahotre /
Rohit Keluskar / Sachin Bhatt / Sanika Phawde / Santanu Hazarika /
Satyajeet More / Shagun Puri / Shirin Johari / Shirin Kekre /
Siddharth Dasari / Tanvi Chunekar / Tanya Eden / Tara Anand /
Tashita Mukherji / Tejo Oo / The Big Eyed Collagist / Vibhav Singh

Our Artists & the Curation Process

Today, Kulture Shop has 100 artists on the platform, highly curated through a tight and multi-layered curation process. Kulture Shop specifically curates high-quality graphic art covering illustration, typography, patterns and mixed media. Some of the criteria in which we select our artists include technical skill level & conceptual ability, capability of producing work that's culturally relevant, globally intelligible and commercially viable.

In addition to reviewing the work of the hundreds of artists who apply for a spot on the artist platform, Kulture Shop's curation team actively searches the globe for exceptional artists to add to this army of award-winning independent artists capturing a new emerging global and local Indian identity.

Kulture Shop artists are sought-after by some of the biggest global brands such as Levis, Nike, Puma, adidas, Paul Smith and Pepsi, and are recognised globally by a list of highly influential design-focused organisations & publications such as Art Director's Club (ADC), Communication Arts, The One Show, Luhrzers Archive, Kyoorius, IDN, Computer Arts.



Noche Gotico by Kunel Gaur



Amby by Kunal Anand



Rave-Ti by Sachin Bhatt



Urbintage 5 by Shagun Puri



Intergalactic Rickshaw Ride
by Hemant Kumar



Hanumanthappa's Cart
by Ranganath Krishnamani



Dabbawala
by Shruthi Venkataraman

Opportunities for Artists

Kulture Shop was created to support the most talented Indian graphic artists and to help push the Indian graphic art scene globally, as far as possible. Our efforts aim to shine a light on artists and provide a bridge connecting them to a growing population of graphic art buyers and fans around the world. Here are some of the ways we provide our artists with opportunities to have their work seen, appreciated and monetised.

Providing a Point of Purchase for Artwork & Products

Kulture Shop stores

a destination for international & local travellers

Kulture Shop's online store

Select third party retail platforms

Providing Quality Products & Service

End-to-end production
of world-class products & packaging

Screen Printed artworks available soon

Reliable Domestic and International
fulfilment through industry leader

Providing a Passive Income

Royalty for every product

Providing Opportunities for Career-Building Projects Collaborations & Commissions

with larger local & global brands/organisations

Providing Visibility

On- and off-line community engagement Events,
Talks and Exhibitions

Artist Page & Shop on KS website Artist Press in
reputable publications

Architectural Digest, Elle Decor, Vogue, Rolling
Stone, GQ

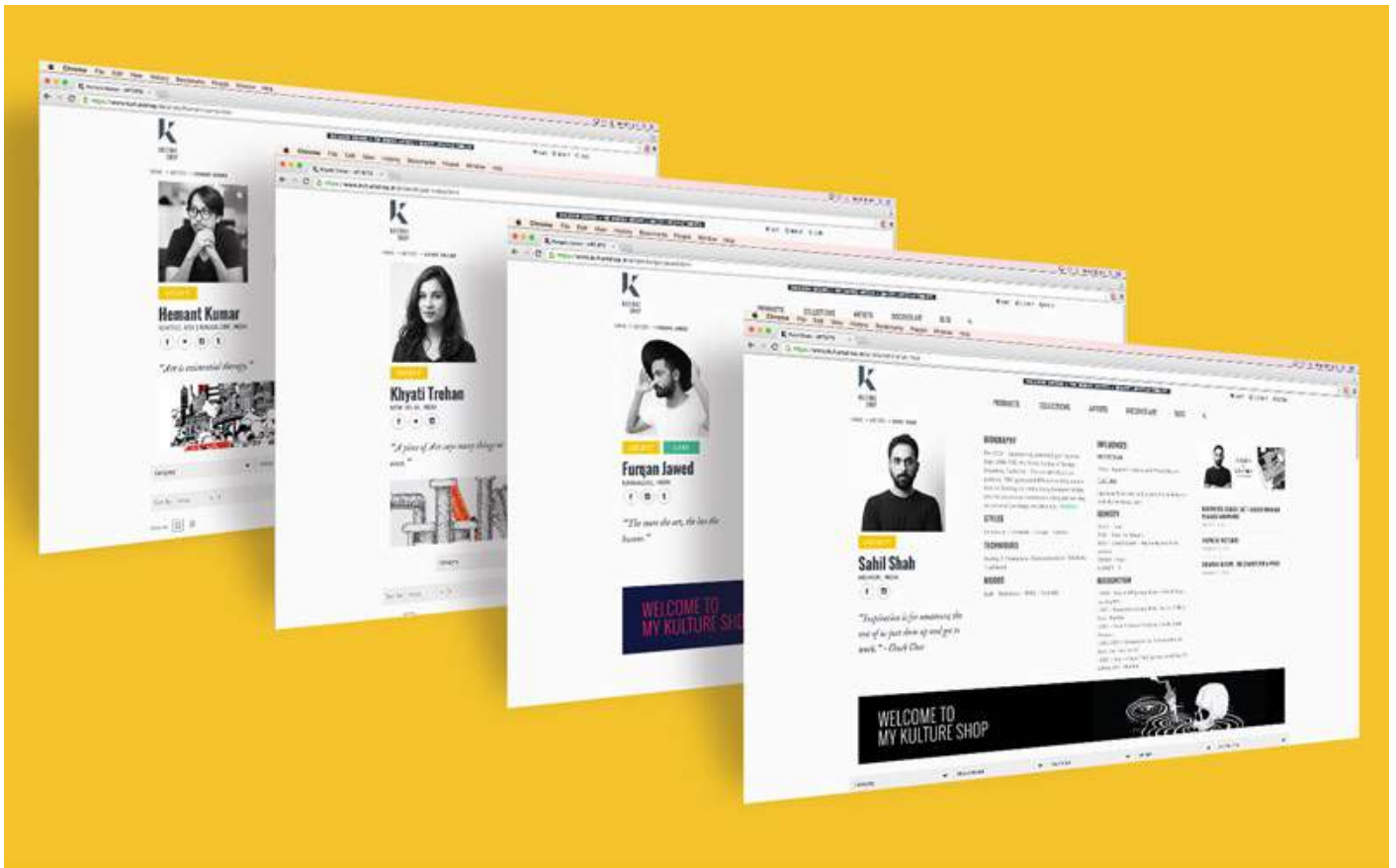
Artist Interviews

Paid Social Media advertising



The Artist Shop

SELECT Artists get a dedicated Artist page which includes their personal Artist bio, identity and quote, plus a look into style, techniques, influences and recognition received. The page also showcases all their work on the website. This is their digital home on Kulture Shop. View all Artists [here](#).



Artist Interviews

Kulture Shop provides an in-depth look into artists under the SELECT label. The artist's childhood, influences, pivotal moments, styles, and techniques are often discussed while images from the artist's archive are collected for these content-rich blog interviews.

We Are All Explorers: Hari Panicker

HOME / BEHIND THE ART / WE ARE ALL EXPLORERS: HARI PANICKER



Ugly Is Beautiful: Jasjyot Singh Hans

HOME / BEHIND THE ART / UGLY IS BEAUTIFUL: JASJYOT SINGH HANS



What Our Artists Are Saying About Kulture Shop



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

SAMEER KULAVOOR

Lurzer's Archive 200 Best

Illustrators Worldwide

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

MIRA MALHOTRA

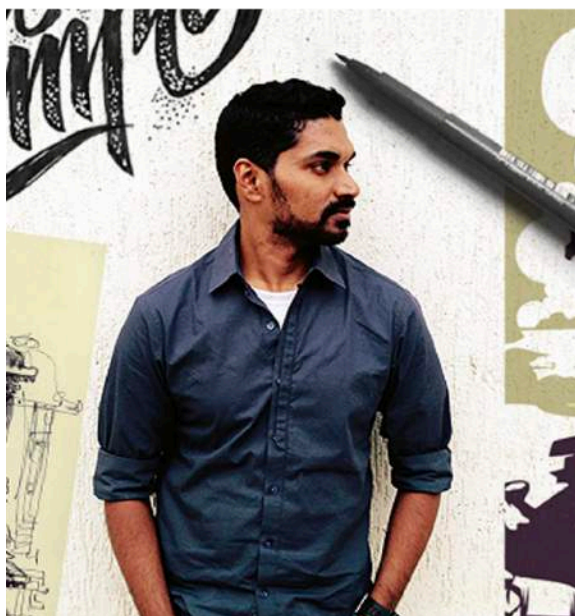
Kyoorius/D&AD Award Winner



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

RANGANATH KRISHNAMANI

D&AD Award Winner



Themes

Artists on the Select label provide their own take on Themes we provide throughout the year covering a wide range of topics. Previous themes have covered the animals we share our urban space with, the struggles & triumphs we experience balancing the Traditional with the Modern, and the exploration of Typography. View all Themes [here](#).



Theme: Propaganda. Artwork seen above: We Are Always Listening by Sachin Bhatt



Promo Image for Propaganda exhibit

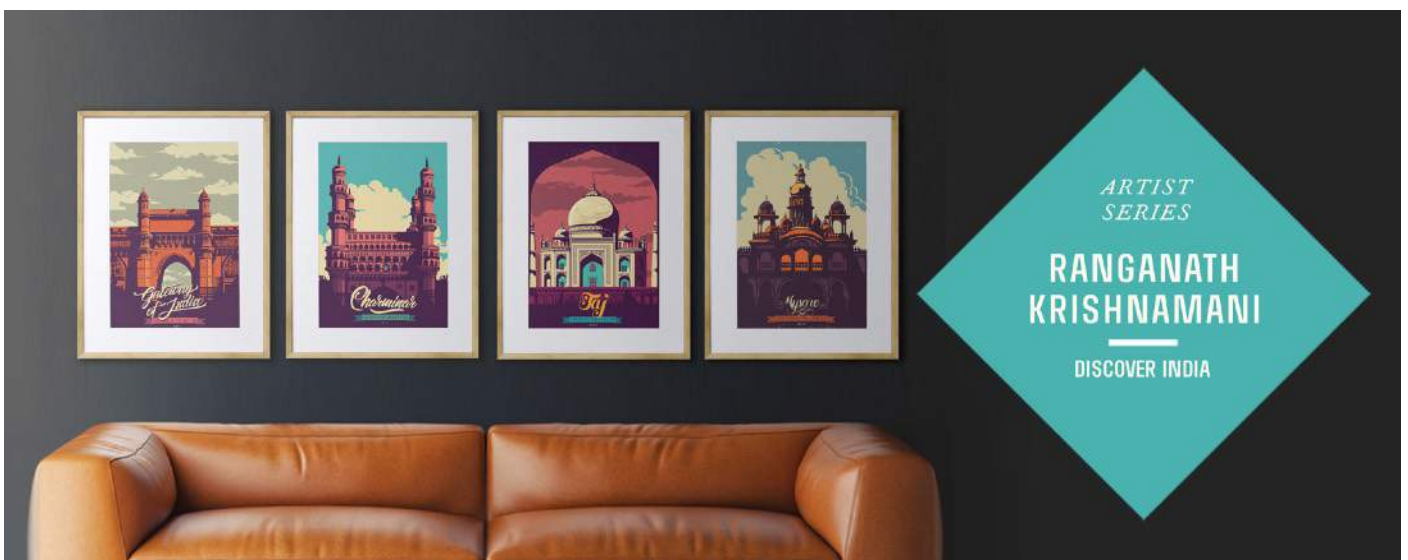
VICE

Pop Goes the Propaganda

A satirical take on the country's socio-cultural issues through a series of provocative posters.

Artist Series

With the Artist Series collections, Kulture Shop gives Select Artists the opportunity to explore their personal style and create an iconic body of work steeped in artistic flair. View all Artist Series here.



Collaborations in Culture

Kulture Shop believes when creative minds from different fields find accord, interesting things happen. Kulture Shop artists are offered unique collaboration opportunities with leading culture creators and instigators. These collaborations are often themed and are Limited Edition.



St-Art India

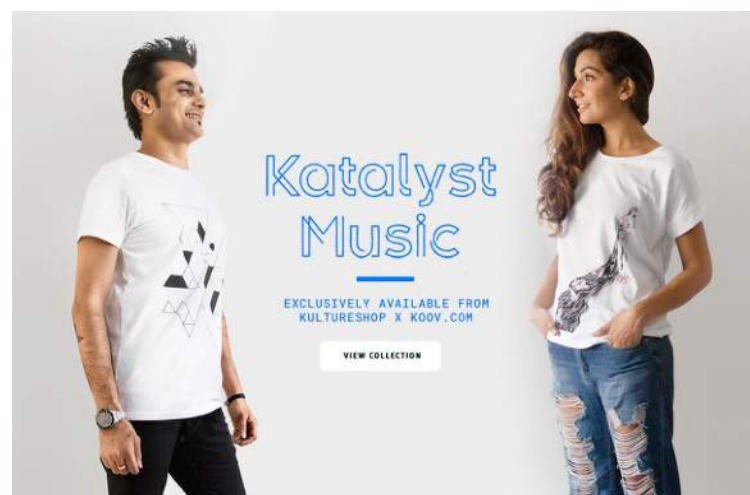
In 2014, Delhi, St-Art India kicked off what was to become India's biggest street art movement which continues to grow exponentially every year inviting the best local artists and some of the most prolific international street artists. For its first year, St-Art India collaborated with Kulture Shop to produce a line of limited edition art prints and tees by their premier street artists.

Katalyst Series

With Kulture Shop's Katalyst series, Kulture Shop looks for mavericks from various industries such as Film, Design, Science and Music and pairs them with their artists to create a limited edition collection. Some of these cultural influencers brought on board were actress Kalki Koechlin, music producers Karsh Kale, and space craft architect Susmita Mohanty.



Electronic duo BLOT! (Delhi) x KS artist Reshidev RK



DJ & Music Producer Arjun Vagale (NYC) x Artist Aniruddh Mehta and Indie Pop star Monica Dogra (Mumbai) x KS artist Jasjyot Singh Hans

Design Services for Global Brands

Through CO-LABS we map artists to design services and illustration opportunities with dynamic and innovative brands, studios, agencies and individuals.



Apple Music

Kulture Shop was approached by Apple Music to create 8 playlist artworks for 8 Indian celebrity women in Film & Music. View the project [here](#).

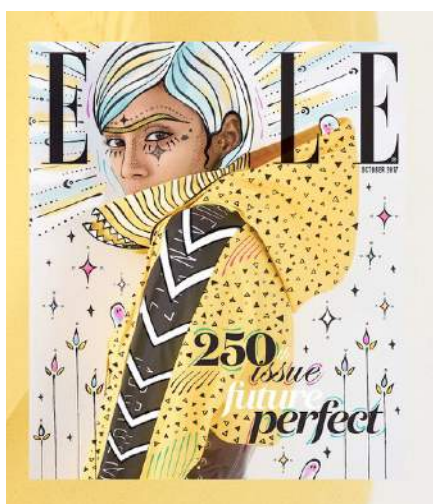


Musician/Actress Shruti Haasan x KS Artist Jasjyot Hans



Colgate Max Fresh

Colgate was looking for a new exciting look for their Maxfresh collectible tin can packaging. The idea was for it to be energetic and bold like their brand ambassador actor Ranveer Singh. View the project [here](#).



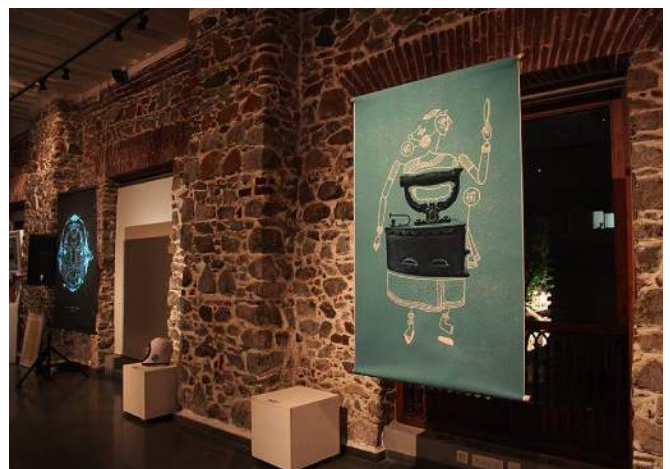
INDIA VOGUE



Offline Community Engagement

Art Events & Talks

With two retail locations and access to venues Kulture Shop is a hub for artists to interact with the larger creative community and public. Through exhibitions, talks and artist meet ups and workshops, Kulture Shop artists benefit from new people discovering their work and understanding their process and technique.



Sketchbook Sundays

Kulture Shop's Sketchbook Sundays events aims to bridge the gap between leading graphic artists and students/young professionals. The event showcases a Kulture Shop artist's work, exploring the creative process, techniques, tips and a short Q&A, followed by a group workshop session to help young artists



International Exhibitions

Kulture Shop strives to bring the works of its artists to the world stage. As Kulture Shop gains more and more recognition with the international creative community, opportunities for participating in shows outside India are becoming a reality.



INDERNET at Cologne India Week

"Art is often considered analogue – especially contemporary art which is not necessarily always digital. For us, – for you and me, and for the artists, at Kulture Shop the digital medium is a given – we grew up with that."

- Manoj Kallapurackal, INDERNET Curator

Read the [full interview](#). View the [video](#) of the exhibit.



BOLD Exhibit at London Design Festival

"I went through a wide-reaching selection process, mapping out the graphic design landscape in India and contacting, interviewing and speaking to a range of designers. From a curatorial perspective, I was keen to showcase the breadth of talent in Indian graphic design, showing designers working in a range of practices and graphical styles, mediums and so on.

- Arpana Gupta, BOLD Curator

Read the [full interview](#).



Kopy Cat: Protecting the Artist's Rights

KopyCat is a community-driven platform for artist and designers to highlight any copyright infringement or plagiarism of their original artworks. KopyCat is a Kulture Shop initiative to #SupportTheArtist. At Kulture Shop, we've always championed for artist's rights. We've been concerned with how to help artists be more informed, keep their works original and claim their rights. KopyCat is an attempt to tackle the vast issue of copyright infringement in a way that's accessible.



MISSION GOALS

1 Support all graphic artists/designers and protect them from copyright infringements or passing off

2 To raise awareness about the illegality of these abuses

3 To highlight the violators and seek immediate cease & desists in the illegal use of original imagery created by artists & designers

4 To provide third-party retailers/retailers (big and small) a crowd-sourced watchdog system that will alert them when stolen art by a vendor is discovered on their site.

5 To get third-party retailers to include a clause that states they will blacklist vendors who provide products with stolen art, once discovered and proven.

THIS IS AN INITIATIVE STARTED BY KULTURESHOPINDIA

FACEBOOK.COM/KOPYCATFINDER
#SUPPORTTHEARTIST #KOPYCAT



Know Your Rights is a Kopycat series of talks given by leading leading media, entertainment and IP lawyer Kiran Desai of Mumbai-based law firm Desai & Partners. These talks are open to the creative community for free at Kulture Shop. People have a chance to ask questions and gain further knowledge on issues/topics they've been tackling.



Kiran Desai leading the Know Your Rights series



Kala Ghoda



Bandra

“Mumbai’s Coolest Shop” has two outlets

While Kulture Shop’s studio shop located in Bandra has been deemed by Lonely Planet as “Mumbai’s coolest shop”, the two-level flagship “art concept” store in Kala Ghoda, Mumbai’s trendy art district, is the experimental lab for Kulture Shop’s online and offline graphic art movement and for future stores, both domestic and international. The idea here is to make art approachable, accessible and engaging by streamlining a system for anyone to browse, discover and select art - be it the seasoned art collector or the art newbie.

Both stores are considered must-visit destinations by international travellers, particularly creative professionals.

“Fast forward a decade and I can see Kulture Shops in every major Indian city (and London, New York and Tokyo too).”

-Michael Johnson/Creative Review

“Walking into Kulture Shop was like walking into the heart of modern India. Clean lines, smart branding and deeply cool design makes this the first shop on my list of “must go’s” in Mumbai. It’s as clever and cool as Colette in Paris, Magic Pony in Toronto or Opening Ceremony in New York - which puts it in the company of the most cutting edge design boutiques on the planet.”

Michelle Mama (Toronto)



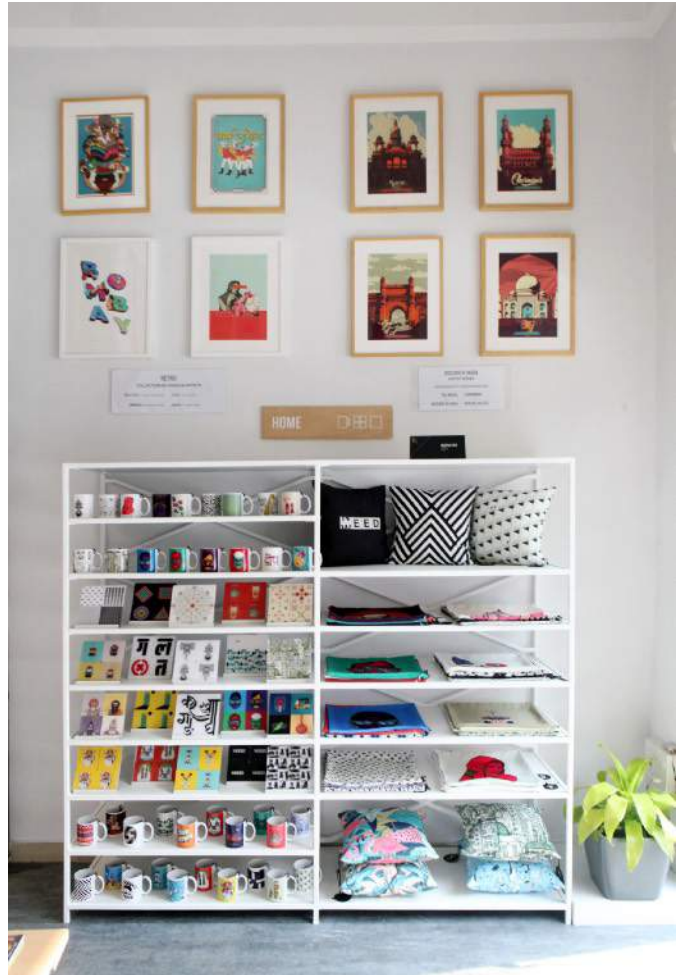
Actor Dev



Actor Pooja Jagannathan



Hip Hop Pioneer/Visual Artist Fab 5 Freddy





HOW IT STARTED:

Raised in three separate countries, but sharing the same dream to make an impart on society, Arjun Charanjiva (India), Kunal Anand (Zimbabwe) and Jas Charanjiva (Canada/USA) forged their own paths in a pre-Internet world discovering the art, design, music and heroes that would shape and lead them New York, London and San Francisco (respectively) where they would evolve and thrive within the sub- cultures with which they identified.. It was in Mumbai, 2012, where their lives converged and connected on Indo- global culture and India's emerging design scene. Seeing such brilliant artwork hidden away in sketch- books and computers of talented artists, Kulture Shop was formed to help foster an art movement that looked highly promising.

About Kulture Shop

Soon after Kulture Shop launched in February 2014, Elle India declared Kulture Shop as "fast gaining a name as the new champion of Indian Graphic Art". Today, Kulture Shop is India's pioneering graphic artist collective. Comprised of 100 of the most award-winning, cutting- edge independent Indian artists from around the world, this artist platform continues to grow as more artists are sought out and brought on board.

Kulture Shop's mission is to create and introduce to the world a new Indian art genre that's culturally relevant, making it affordable and accessible. Its growing collection currently stands at over 800 exclusive artworks, available as wall art and on premium lifestyle products. For every product sold, an artist gets rewarded thus providing a sustainable ecosystem for artists by making their art available to savvy, design-forward consumers in India and around

BUILDING THE GRAPHIC ART COMMUNITY:

The major task at hand was to build a bold army of thought-provoking, conceptual graphic artists with an Indo-global perspective, capable of updating the perception of India globally. Kulture Shop started with enlisting the strongest ones already at the forefront. Today, Kulture Shop is 80+ artists strong (soon to be 100) providing visual commentary and documentation on culturally and socially relevant issues.



Illustration of Kulture Shop Bandra by Konstantin Kakaniyas for New York Times Style Magazine (2014)

"As a platform reflecting on our times we are engaged in new conversations and debates on how to change the design landscape and provide Indian graphic artists globally with a way to be more sustainable through the work they love to create. We are excited by a fresh young dynamic nation full of energy, colour and optimism with a confidence never seen before from India."

- KUNAL ANAND (Co-Founder/ Design Director)

KULTURE BUZZ

"Fast forward a decade and I can see Kulture Shops in every major Indian city (and London, New York and Tokyo too)."

CREATIVE
REVIEW

"Kulture Shop invites no ordinary experience. It's a shop, art gallery, collaborative platform, a design studio and defiantly sub-cultural entity, all rolled into one."

TimeOut

"Kulture Shop represents a socio-political visual commentary of new-age India"

PLATFORM

"Kulture Shop is fast gaining a name as the new champion of Indian Graphic Art."

ELLE

"A visit to Kulture Shop is like reading a primer on the Indian graphic design scene."

"The decidedly non-kitsch products make for fine Indian souvenirs."

CNN  Travel

AD
ART DIRECTOR DIGEST

"Providing an ever-changing window into the emerging graphic art of India ... a genuine sense of India 'now'"

"Kulture Shop's curated graphic artists aren't just offbeat, they're relatable."

CREATIVE
REVIEW

GQ
INDIAN EDITION

Wallpaper*
City Guide

BBC

T
THE NEW YORK
MAGAZINE

THE DECOR

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