

# Katalyst Music

MUSIC X ART

MUMBAI, INDIA - APRIL 30, 2015

## Top Global Indian Musicians Enter Graphic Art Scene with Kulture Shop

Kulture Shop launches Katalyst Music, its second collection of limited edition collectible tees and art prints from the Katalyst series. This time they've teamed up with today's leading Indian musicians that are breaking rules and pushing new ground: Karsh Kale, Monica Dogra, Arjun Vagale, BLOT! and Scribe. Katalyst Music explores Indie Pop, Electronica, Techno, Metal and World Music, giving music fans the chance to own a piece of art their heroes helped create. The Katalyst series is a collaborative project uniting Kulture Shop's cutting-edge Indian graphic artists with pop culture mavericks (aka Katalysts) from various industries.

Katalyst Music tees and art prints come with a special downloadable track from the musicians. The collection is available exclusively at [KOOVS.COM](http://KOOVS.COM), [kultureshop.in](http://kultureshop.in) and the Kulture Shop studio store in Bandra, Mumbai starting today. Take a look [here](#).

## What's a Katalyst?

Someone who champions alternative thought, and is open to new contemporary possibilities that challenge the ideas of art & culture, within local and international contexts.



**Jasjyot Singh Hans**  
Graphic Artist

*"At Kulture Shop, we believe in the power of collaboration. We believe when creative minds from different fields find accord, interesting things happen."  
Arjun Charanjiva (CEO, Kulture Shop)*

*"A lot of thought goes into pairing Katalysts up with our graphic artists. It's an adventure, a journey of sharing ideas and discovery that leads to new unique outcomes every time."  
- Kunal Anand (Co-Founder, Creative Director)*



**Monica Dogra**  
Musician

## The Katalysts x The Artists



### Arjun Vagale x Aniruddh Mehta

Founder of Jalebee Cartel and bossman at UnMute Agency, Arjun Vagale has been preaching the word of techno around the world for years now. After being featured on Vice Thump, Beatport and receiving a host of other accolades, Arjun collaborates with Aniruddh Mehta whose work is set in grids and structures. He uses these to build an imaginary techno clubland to house Vagale's Music and the culture that it represents. Step into the fantastical dance party of the future.

*I've always loved collaborating with visual artists, especially those who have a similar design aesthetic to mine, and Aniruddh fits perfectly. We decided to base the design on a broad visualization of what we both saw in my music - slick geometric patterns - a bold design, with a minimalistic sensibility. I'm very excited about teaming up with Kulture Shop to present our creation.*



### Karsh Kale x Meera Sethi

Multi-instrumentalist Karsh Kale has worked with artists like Sting, Lenny Kravitz and Zakir Hussain. As of late Karsh has been collaborating on new projects for both film and solo release. He is also collaborating with the likes of hip-hop legend Afrika Bambaataa. Karsh's own music unmistakably fuses the Indian to the Western. Artist Meera Sethi's work similarly dives into the evolving Indian identity. Together they explore the cross-pollination of cultures.

*"It was a fun process working toward a common goal with Meera and Kulture Shop. As artists we all do such different things that the process of finding common ground and ultimately arriving at the same place was the best part of this experience. I still see the colors."*



### Monica Dogra x Jasjyot Singh Hans

While performing on stage as Shaa'ir, Monica Dogra has captivating stage presence matched with elaborate costumes and exuberant dancing. Her music is about the courageous exploration of possibilities, and this makes her a perfect muse for Jasjyot Singh Hans. Much like Monica's lyrics, Jasjyot's art is about overcoming human vulnerabilities, and their collaboration is as brave and hopeful as their work.

*"Collaborating with Jasjyot was a trip into the mind of an esoteric fashion head who has struggled and thrived with finding a strong portal for identity and expression in aesthetic art. He's a really rad artist and I dig his interpretation of me."*



### BLOT! x Rishidev RK

Gaurav and Avinash of BLOT! (Basic Love of Things) love pushing the envelope on multimedia collaborations that have manifested themselves in projects spanning audiovisual performances, immersive installations, and recently video game design. Rishidev RK, creative director at Wieden + Kennedy Delhi, uses elements from BLOT!'s video game to create a South Indian flavored collage that is full of context and meaning. Prepare for visual overload.

*"The collaboration was pretty much like hand in glove, we met Rishi, showed him some of our stuff and familiarised ourselves with his aesthetic, a few weeks later it was all ready. It is so exciting to see a fresh and distinct interpretation of a concept sci-fi game that has been in our head for so long."*



### Scribe x Gaurav Basu

Indian metal legends Scribe are known for the cheeky humor they pair with their sonic assault. They work with illustrator, fellow musician and long-time friend Gaurav Basu to celebrate the band's latest release, Hail Mogambo. The album tells a story about a dark, ominous entity that operates out of his lair and sends robotic cat-clones out to do his bidding. Brace yourself, Scribe is bringing the apocalypse.

*"For Scribe, working with Gaurav Basu was an opportunity that's been waiting to exhale. We've shared stages, jumped in circle pits and even been on compilations together. The idea was to interpret Mogambo and his malevolence in just one image. Gaurav's very first sketch was something that excited us and from there on it was just plain delight. He is an artist with both incredible talent and a lot of versatility. Hail Mogambo!"*

VIEW FULL COLLECTION : [WWW.KULTURESHOP.IN/KATALYST-MUSIC/](http://WWW.KULTURESHOP.IN/KATALYST-MUSIC/)

CHECK OUT THE BLOG POST : [WWW.KULTURESHOP.IN/BLOG/KATALYST-MUSIC-COLLECTION/](http://WWW.KULTURESHOP.IN/BLOG/KATALYST-MUSIC-COLLECTION/)

## 5 New Art Tees for Men & Women:

Silk-screened on the new black and white organic cotton fashion fit tees.

Sleek cut for men  
Loose drape with rolled for sleeves for women  
Available in sizes S/M/L  
Musician & Artist names printed on yoke  
Comes with special access to downloadable track from the musician  
Limited Edition Qty: 150  
Rs1195

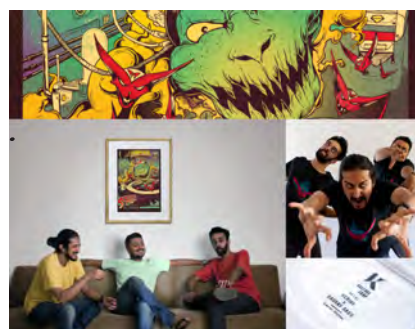
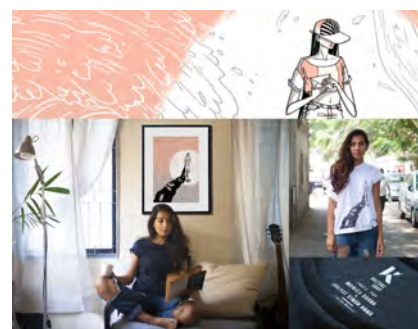
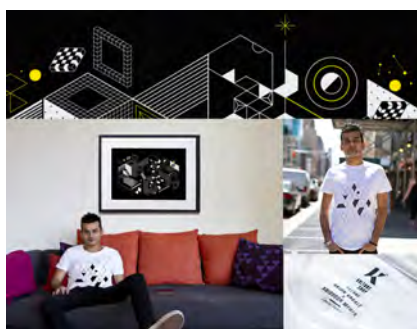
[www.kultureshop.in/our-products](http://www.kultureshop.in/our-products)

## 5 New Fan Art Posters:

High-quality digital print on premium Garda paper.

Comes with special access to a downloadable track from the musician  
Limited Edition Qty: 100  
Available in sizes A3 (Rs3750) and A2 (Rs5000)

[www.kultureshop.in/our-products](http://www.kultureshop.in/our-products)



FOR FURTHER IMAGES: [HTTP://TINYURL.COM/DROPBOXKATALYSTMUSIC](http://TINYURL.COM/DROPBOXKATALYSTMUSIC)  
FOR INFO/INTERVIEWS: [JAS@KULTURESHOP.IN](mailto:JAS@KULTURESHOP.IN)

## About Kulture Shop:

We curate some of the best cutting-edge Indian graphic artists from around the globe. They create exclusive work based on monthly themes we provide as inspiration. These works are printed onto premium Kulture Shop products such as art prints, art tees, notebooks, and soon, other lifestyle products. Artists are compensated per piece sold, so for every item bought, an Indian graphic artist is rewarded for their work. Kulture Shop has been featured by Vogue, New York Times Style Magazine, ELLE, Architectural Digest, Creative Review, TimeOut Mumbai, The Independent (UK) and many other badass publications. Kulture Shop won two Blue Elephants for Best Logo Design and Best Brand Identity at Kyoorius DesignYatra, a globally recognized design conference.

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Come visit our store:  
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Opp. Mehboob Studios & Patel Store. Above DCB Bank.  
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