

Lekha Washington - Royale Play Artist Circle

Activity – AP tied-up with Lekha Washington for International Design Collection to create awareness for its designer finishes. Supported Lekha in her creation of a unique artistic installation created using the paint

Tactic -

- Created property called 'Royale Play Artist Circle' (RPAC) to position Asian Paints as a brand that promotes art & supports artists in creating iconic artwork in public spaces
- Promoted Lekha Washington as first member of RPAC & leveraged brand and its designer finishes through interactions with her

Achievements – Received best in class exposures in leading dailies, luxury portals & magazines like DNA, Grazia.in, Luxpresso, Society and more

Total Exposures – 10
Total ME – Rs 2.42 crores



DNA

hat 'old ball and chain' steals your freedom, one might think. But the gravity-defying installation at Palladium, Mumbai, begs a rethink. Titled 'Old Love', the corroded 15-ft sphere complete with rusted chain links is anchored to the ground by a much smaller iron sphere that could fit co-sily into a cupped palm.

"I was considering marriage, and realised that long-term relationships that seem as if they hold you back actually give you stability, security and freedom," explains the idea-obsessed Lekha. The giant ball of rust, which looks like it will crush you should it fall, turns out to be specially synthesized polymer plastic. The approximately 50 litres of helium that keep it afloat have a weight-bearing capacity of 45 kilos. "We've kept the weight about 10 kilos below its total capacity," says Lekha, who is also an actor in south Indian cinema.

"It's exhilarating when the things you see in your head become real and other people can see it too," says Lekha, who with Old Love takes inflatable to a much larger scale than her party-in-it floating moon pieces at the Kochi Biennale in November last year.

It was spotting the rust-like surface finish – the definitive element in this artwork – on what she mistook for massive iron slabs at the Asian Paints stall during the India Art Fair in Delhi that set her mind awirl. Old Love is another expression of the theme that which is, is not, she has been exploring since she designed a chair – that looked uncomfortable but was not – as part of a course in Bad Design at National Institute of Design (NID). Old Love, which took to the air with Asian Paints' launch of the 'Royale Play Artist Circle', an attempt to help artists create art in public spaces, is part of the Art at Palladium initiative.

While the Chairs on Display – Pink Sinks and Dot and Drop – may be functional, Old Love, she says, is pure art. "It's meant to overwalm, inspire, provoke. That's about it."

"I've been an artist since I was a child, making stuff with clay, as



Sculptor, actor and product designer Lekha Washington, whose perception-defying installation is taking up air-space at Palladium, talks to **Averil Nunes** about art, work and love

Balls of Steel

um and create a primer that would let the paint glide smoothly onto the balloon, without burning a hole in



Society

say, one who is a jack of all trades, can possibly never master any. But, proving the age-old idiom wrong, charming young Lekha Washington, who has

They



SUSPENSE AND SENSIBILITY

A muley crew of designers, artists, collectors and others from Mumbai's social set gathered on the stairs of The Palladium in Mumbai. They walked with head bowed for the scheduled inauguration of public art to be revealed. When it was, well-taught sculptor, actress, product designer and inventor Lekha Washington succeeded in putting another feather into her already colorful cap. After using materials like fabric instead of steel, when she was but 17 years old, Washington went on to found Agi – The Old Product Company in 2013, to support innovation and original design. Her creative collection comprises an unusual line of furniture that combines art, design and technology. Going a step further, the new work is a 15-foot-high

That which is, is not, an exhibition that neither work along with this new creative project executed in partnership with Asian Paints Artist Circle and Art at Palladium, Mumbai's foremost collection of the Old for the full circles of line and form, complete with Lekha's design of a collection of five add-ons to the Rising Moon installation). They miniature chairs, it seeks to show it always what they appear to be.

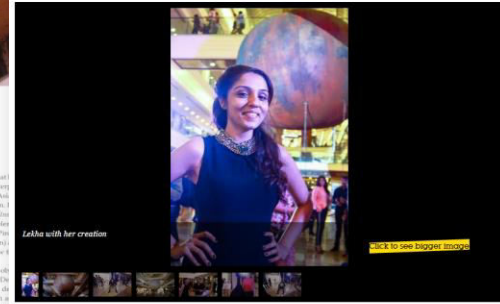
Iron chairs, table deliver gravity, that old saying. Royale Play – Inauguration by Asian Paints in a range of classic designs from natural materials such as

Architect & Interiors India

Monday, June 23 by Shobeen Damarwala

Lekha Washington is Taking Art to the Public

Co-hosted with Asian Paints, Lekha Washington aims to beautify the city one stunning artwork at a time!



Grazia.in

While it would be unfair to say that art we possess is just not enough. No, Asian Paints and Palladium Mall launched the first outing, Washington displayed her pieces from her collection called, That which is, is not. Besides these Washington will also be showcasing her Dot Installations, that take inspiration from the Sun and Moon, along with five pink sink chairs