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SHAHID-ALIA'S STYLE

THE LAST-DAY SHOPPERS... AND A COOL SIP



Karan Paul and Indrani Dasgupta dropped by on Sunday and loved what they saw. "I'm loving it here. I think this show has been fabulously put together. I'm blown away with this amazing and interesting blend of

creativity and I wish I could spend more time here. I need to be here at least half a day!" said Karan, who picked up a bag from Kassa. "The number of bags that I brought back with me! New designers and new products that one doesn't see otherwise.... It's not overbearingly Indian. Nice mix of fashion, accessories, home, contemporary, modern, ethnic, organic... all of it... you get a sense of the history and the philosophy behind every brand. The weather too has worked out very well," said Indrani, who picked up jewellery and kiddie clothing for her nephews and friends' children.



Indrani tries on, and takes home, the 'Sirena' collar necklace at Manifest Design.



Typhoo tea concoctions were the perfect thirst-quenchers at The India Story.



The husband-wife duo at the Typhoo Tea Bar, the British tea brand dating back to 1903 that Apeejay Tea acquired in 2005. Karan is the group chairman at Apeejay Surrendra. "The Typhoo Orange Spicer was a big hit... it's like presenting tea in a different way," said Indrani.



Abhilasha Sethia and Madhu Neotia, key faces of Team TIS, chilled at an after-party at Typhoo hosted by Nil on Day 3.



Nil and his "partner in crime" Swarup Dutta, both core Team TIS members, at the after-party.

THE INDIA STORY FOR ME WAS...



It's been a beautiful experience. I felt really privileged to be showing among such talented people.

From the furniture at Scarlet Splendour to an Anamika (Khanna) installation and panel discussions with the likes of Ashiesh Shah to a show by Sanjay Garg... this is a fabulous curation. I would love to be a part of it again and again! — **Nitya Arora** of Valliyan



The India Story was more of an experience than an event. I think it is the first time in the

country that such an exposition was curated.... It was an amalgamation of the best from the fields of fashion, art and culture. The all-day bar kept everyone in high spirits. I am really happy that I could be a part of it — **Rohan Arora**, footwear designer



The event was very well curated and the crowd was beyond our expectations.

Our new cashmere range, that people weren't expecting and were shocked to see, worked really well for us — **Zubair Kirmani**



We had a very nice experience with the designers who loved my ware. And the people who have been coming here still need to be exposed to the kind of work that we've been doing with ceramics. It's not very clean, being handmade and not industrial. So I think people need to be exposed to the idea and the concept of 'handmade' — **Lipi Sarkar**



We've loved sharing our jewellery with the amazing women of Calcutta. It's exciting how experimental everyone is... our boldest, creative and most organic pieces flew off the shelves the fastest. And that is because TIS attracted a certain kind of person who has a certain taste level — **Manreet Deol** of Manifest Design



I'd never expected such a big event with so many enthusiastic people. The

performance by Astad Deboo was stunning. I've shopped for so many clothes, brass jewellery. It was great — **Matteo Cibic**, product designer



The environment is what matters in this exhibition. Post-TIS, exhibitors will

have to think of a way to up the ante — **Agnimitra Paul**, who "did an exhibition after a long time"



Kiran Uttam Ghosh and Narayan Sinha take a tour of The India Story. "An outstanding initiative that shows huge foresight. In most cities the rush for modernity tends to obliterate the ancient skills, handcraft and traditions of the past. TIS highlights how one can complement the other; not in a static, sterile museum exhibit-behind-glass kind of way but as technology coexisting with ancient Indian handcrafts, art and skills as a living part of India," said Kiran.

It was a nice exposure, helping us communicate to the public our social acts and produce. Also, the creativity in the city might seem to be asleep at times, which makes events like this very important for the designers in the city, who get to meet other fellow designers. Very encouraging! — **Christophe Plais**, director, Terra Indica



What was innovative about The India Story was that they combined fashion, art, food, music on such a lavish scale. They did full justice to the concept. There was a 'wow' factor right from the moment you entered Swabhumi. The transformation of Swabhumi was stunning. It is a great property. Hats off! — **Soumitra Mondal**



DJ Vicky and wife Shikha dressed up in white on the opening night. "White goes very well with the Indian theme and it is a Madhu Neotia colour!" said Shikha. Vicky took about 10 days to mix the ambient music for The India Story. "It is more a blend of Indian music with Western music... a lot of trance... a little bit of Buddha-Bar... deep house and lounge," said the man behind Myx.