

Media Note

Container Box-Park outside departure depicting Gujarat's identity in special art representation at the retail plaza.

Ahmedabad, 24 March 2023: Sardar Vallabhbhai Patel International Airport has transformed the airport departure experience for passengers and relatives coming to drop off with a new box-park concept with different shopping opportunities. The new zone offers ample space to see off your near and dear ones and feel the vibrancy of Gujarat with painted containers.

The containers are well painted, artistically reflecting the culture and traditions of Gujarat. Artists have painted the containers placed in the box-park area at Terminal-1 departure with the fusion of local connections in the form of world-known art styles and patterns like Gujarat's famous Asiatic Lion shown in the Bandhani art and Geometric design, the world-famous Kite festival in Folk Art Motifs patterns, Bharat Kam Tribe known for Kutch Embroidery and famous architectures showcased in the form of Graphic art.

To make see-off selfies more beautiful, the canopy has over 100 plants, and sitting space is created around the plants. In addition, it will have outlets like Sankalp, London Yard Pizza, Rudhvay, etc. The new Box-park gives a serene experience because of the greenery and memorable moments to see off loved ones from the airport.

About Design Artists:

1. Mr. Pragyesh Parmar is an Indian graphic designer, type designer, and street artist who completed his undergraduate studies in applied arts at the Faculty of Fine Arts, MSU, Baroda (2014), he worked in space-designing, type-designing, branding, and large-scale installations. He has worked in public street-art projects besides being a graffiti artist famous by the penname 'Zero.'

2. Ms. Shruti Katiyar is a graphic designer and illustrator from Delhi. Her work explores the medium of contemporary illustrations and motion to recreate visual landscapes inspired by the intersection of nature and culture.

About Execution Artist:

Ms. Sadhna Prasad is a Multidisciplinary Artist and Muralist from Mumbai. Through her practice, she explores themes of relativity, feminine power, and the local and every day through a cultural context.

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