

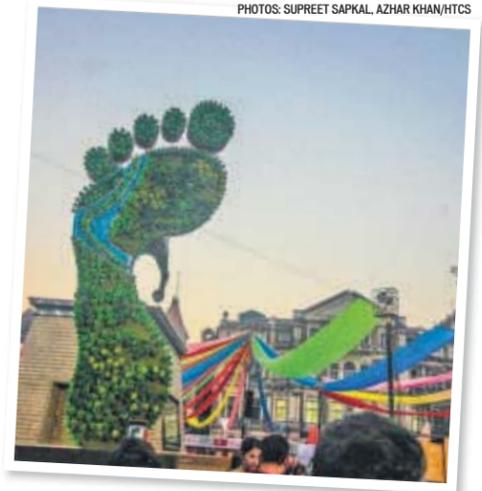
HIGHLIGHTING ENVIRONMENTAL ISSUES THROUGH ART



Razvin Namdarian

The Hindustan Times Kala Ghoda Arts Festival (HTKGAF) is known for its visual arts section. The art installations along Rampart Row are a major attraction. This year, HTKGAF, is celebrating the theme of going green and sustainable development. And, in support of HTKGAF, the Lodha Group had organised a contest calling for entries from artists which best symbolise the idea of sustainable development.

The winning entry titled Footprint by artist Vikram Arora is displayed at Rampart Row. The installation, which is in the form of a huge green footprint, rises above the heads of visitors. Arora explains, "We aspire to make our lives better by continuously moving forward and pushing ourselves to escalate our stature in society and eventually leave a memory, a name, and a footprint behind as a guiding path for forthcoming generations. However, in our everyday struggles, in keeping up with the pace of the world, we often overlook the rampant exploitation of natural resources, as well as massive amounts of waste that is causing an almost irreversible damage to our ecosystem. This installation is a message to people to take notice of their footprints that are being left in their perusal of a better life; a request that we shall, in every small way possible, reduce our carbon



PHOTOS: SUPREET SAPKAL, AZHAR KHAN/HTCS

footprints by minimising wastage and committing to opt for eco-friendly alternatives."

Viral Oza, CMO, Lodha Group says, "Over the years, we have ensured that our projects are environmentally sensitive by undertaking measures to reduce use of natural resources and increase the green cover. Be it architecture or landscaping, our developments across locations and price points reflect our passion and commitment towards quality and architectural design with sustainability at its core. To bring this passion alive, we have created ecosystems within our projects which boast of vast open and green spaces, world-class facilities

MORE INFO

Footprint by Vikram Arora will be on display at Rampart Row till February, 11. The installation is part of Lodha Group's Building a Better Life Initiative.

for waste water management, rainwater harvesting, solar energy, smart transport facilities right from carpooling to bicycle sharing and green plantation to name a few. With this installation, we hope to spread the word of building a better life by taking small steps towards creating a greener future for our future generations."

The Footprint installation by artist Vikram Arora at the Hindustan Times Kala Ghoda Arts Festival (above); the artwork seen from a different angle (above, right)

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Date: 8th February 2018 | **Time:** 8PM to 9PM

Venue: Westside, Kala Ghoda, Mumbai.



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