

AUTOMOTIVE

Rolls-Royce Art Programme commission brings Indian folk tale to life

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Sudarshan Shetty

By STAFF REPORTS

Britain's Rolls-Royce Motor Cars has chosen artist Sudarshan Shetty as its latest Art Programme collaborator.

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For his commissioned piece, premiering in Mumbai on Nov. 5, Mr. Shetty has created a two-channel film and two sculptures inspired by an Indian folk tale. With Mr. Shetty's appointment, he becomes the first Indian creative to join the Rolls-Royce Art Programme.

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Mr. Shetty, recently named the artistic director of the Kochi-Muziris Biennale, is known for his sculptures that explore life in modern cities. For Rolls-Royce, his installation references a South Indian folk tale, which acts as an allegory speaking to the importance of creativity and self-expression.

A film will tell the tale of a husband and his wife, who dreams about a story and a song, and is moved to share these visions. Sculptures placed on either side of the two screens will depict the private and public spaces captured in film.

Also informing Mr. Shetty's work was a visit to Rolls-Royce's Goodwood Estate in West Sussex, Britain, where he met with craftspeople who construct the automaker's bespoke vehicles.

This commission will be shown alongside Mr. Shetty's public art project "Flying Bus" at the Maker Maxity in Bandra-Kurla Complex.



Sudarshan Shetty is known for his installations

"Sudarshan Shetty has been recognized as one of the most innovative artists in India for his generation," said Torsten Mller-tvs, CEO of Rolls-Royce Motor Cars, in a statement. "I am delighted to welcome Sudarshan to the Rolls-Royce Art Programme; he is an artist whose work reflects our own striving for perfection.

"India is an important part of Rolls-Royce's heritage and it gives us great pleasure that Sudarshan will weave Rolls-Royce into the thriving Indian arts scene."

After its appearance in Mumbai, the installation will travel to New Delhi.

With its bespoke vehicles, Rolls-Royce's business model is based on creativity and inspiration, with each car holding a story. This theme of artistic expression is therefore fitting for the brand.

Mr. Shetty is joining Emirati artist Mohammed Kazem for the 2016 Art Programme. In addition to this initiative, Rolls-Royce frequently works with artists to showcase its creative approach.

Rolls-Royce Motor Cars expanded its Art Programme at Art Basel June 16-17 with new work by artist Isaac Julien.

Mr. Julien was commissioned for "Stones Against Diamonds" by the automaker as part of its ongoing effort to engage emerging artists. The art and luxury markets rise at similar rates, since they cater to the same demographics, so Rolls-Royce's ramped-up alignment is an effective way to highlight its shared values with consumers ([see story](#)).

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