



Dear Partner,

February witnessed a vibrant metamorphosis at VR Chennai! Under the 6th Edition of the Madras Art Guild, a month-long celebration of art, culture, and creativity. The resounding success of this public arts festival, underscores VR Chennai's unwavering commitment to connecting communities through artistic expression. The festival's diverse program, featuring curated art galleries, innovative installations by student artists, Japanese cultural showcase, art workshops, live music and performing arts offered a rich tapestry of experiences. From the elegance of classical dance to the avant-garde spirit of the fashion art show, the engaging Art Bazaar and live street art, MAG 2025 solidified VR Chennai's position as a vital hub for cultural enrichment, fostering a deeper connection within the community. The month-long festival will be on display at VR Chennai through early March.

Stay tuned for exciting announcements regarding upcoming store openings and a calendar of engaging events designed to enrich your VR Chennai experience.

Best regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

JOINING HANDS TO BRING ART TO LIFE

14th February - 14th March, 2025

The Madras Art Guild, a month-long Public Art Festival at VR Chennai celebrated the power of collaboration, bringing together Consulate General of Japan in Chennai, UNESCO, Art Reach, Ashikari Art Gallery, Chennai Photo Biennale, and Pappi School among others. This diverse network of partners enriched the festival with a vibrant mix of music, art, and culture, featuring minichestra performances, digital calligraphy, original workshops, and engaging puppetry shows. These collaborations not only amplified the festival's reach but also reinforced the role of collective creativity in shaping a thriving cultural landscape.



MADRAS ART GUILD INAUGURATION

14th February - 14th March, 2025

Madras Art Guild was inaugurated with a lamp-lighting ceremony by the Consulate General of Japan in Chennai - Munro Takahashi San and the curator of MAG Sunit Gupta, followed by unveiling of the Kala Car, an art car painted by renowned artists Pradeep Dash and Bhagwan Chavan. The evening also featured a captivating classical dance performance by Ramya Narayanan and concluded with a regal Simhasa saree fashion show.



YOUNG ARTISTS PROGRAMME

14th February, 2025

The Madras Art Guild's Young Artists Program, a collaboration with Global Art School, ignited creativity among students in grades 3-8. This drawing and colouring competition provided a platform for young artists to showcase their skills. The initiative aimed to foster artistic talent and promote art education within the community. Winners were celebrated with gift vouchers and trophies, encouraging future artistic endeavours.



IKIGAI CALLIGRAPHY WORKSHOP

14th February, 2025

In partnership with the Consulate General of Japan in Chennai, the Madras Art Guild hosted a captivating Ikegami calligraphy workshop. Guided by Iga Shiro, participants explored the art of finding "reason for being" through beautiful brushstrokes. Artist Iga Shiro personalized the experience by creating unique stickers based on attendees' names, generating excitement and appreciation. The workshop's resonance highlighted the joys of art in connected cultures.



ORIGAMI MAGIC WITH MADRAS ART GUILD & JAPANESE CONSULATE

14th February, 2025

A creative collaboration between the Madras Art Guild and the Consulate General of Japan in Chennai brought the art of origami to 30 eager students from Velammal International School. Talented crafters guided the children, who created a delightful array of unique origami figures. The workshop sparked creativity and enthusiasm, as each child produced distinct and imaginative creations. It was a wonderful cultural exchange, fostering joy and artistic exploration.



BEYOND THE PAGES: CHILDREN'S BOOK COVERS LIGHT UP MAG GALLERY

12th February, 2025

"The Book Wardens's Flourishes" workshop, conducted by Pooja India, sparked a flurry of creativity among 24 eager children. They delved into diverse story genres, crafting unique art pieces that reflected their interpretations of the plots of 2 children's books. These imaginative designs now grace the MAG gallery, showcasing the remarkable artistic vision and literary understanding of these young participants.



CHENNAI PHOTO BIENNALE PANEL DISCUSSIONS

14th February - 14th March, 2025

Chennai Photo Biennale's spotlight on Madras Art Guild featured over 700 photographers from local and international photographers along with a series of insightful panel discussions. The discussions spanned diverse themes around "Transcending Boundaries," which examined photography's artistic reach, and the theme "Influencing the Times," talked about the impact of photography on influence marketing. "Inclusion as a Way of Life" focused on art accessibility for individuals with special needs. These sessions also highlighted photography's vital role in storytelling and cinema. Adding to the experience were compelling exhibits: "They" curated for non-binary students, and "Karakoram" by Anurag Karmali. These exhibits further enriched the festival, providing diverse perspectives and artistic expressions. The event served as a platform for rich dialogues, knowledge sharing, and impactful visual storytelling.



JAPANESE MUSIC MINICHESTRA

20th February, 2025

Minichestra, a masterfully crafted Japanese music ensemble, presented a captivating performance. Their blend of shofu, flute, and piano, representing Japan's rich cultural traditions, immersed the audience in authentic melodies. In collaboration with the Consulate General of Japan in Chennai, Minichestra delivered a truly memorable cultural experience.



PUPPETRY SHOW & WORKSHOP

22nd February, 2025

THE OPENHOUSE NGO captivated Velammal school children with a dynamic puppetry show and workshop. Children crafted their own puppets and explored shadow puppetry techniques. The "Wool Man" performance, addressing inclusivity and self-expression, sparked deep engagement and social awareness. The event provided a fun and impactful learning experience for all.

ART FOR CHANGE WORKSHOP ART REACH

21st - 23rd February, 2025

The "Art for a Change" workshop, a highlight of the Madras Art Guild festival, brought "Creative Spirit Flourish up" through art" to the Art Reach India engaged 100 students from government schools and NGOs over three days at VR Chennai. Students explored galleries and created themed face masks and crafts, fostering creativity and connection. This workshop beautifully demonstrated art's power to unite diverse groups.

NEW STORE

BELGIAN WAFFLES

Belgian Waffles is now open at VR Chennai! Step in and treat yourself to perfectly crisp, golden waffles topped with your favourite toppings. From classic比利时 to innovative flavours, there is something for everyone to enjoy here!

UPCOMING STORE LAUNCHES

NYKAA LUXE

Luxury beauty is coming your way - Nykaa Luxe is opening soon at VR Chennai! Discover a curated selection of high-end skincare, makeup, and fragrances from the most coveted brands. From everyday essentials to statement pieces, elevate your beauty routine with the finest selections. Stay tuned for the grand launch!

