

**INSTITUTIONS**  
MUSEUMS



back to the time when they were challenged by the onslaught of power looms. Instead of walking away into the sunset like most other players, they decided to go indigo by taking the denim route. “The museum aims to extend the vocabulary of indigo into spaces and possibilities never explored earlier and also revive and nurture traditional art forms and bring a contemporary interpretation of these with the dye, thereby benefiting the artisans and an entire ecosystem,” says Lalbhai. With

know-how to impart indigo on a variety of surfaces like metal, stone, wood and many more, the new museum will not only push the boundaries of innovation into newer areas and disciplines but also deliver social impact, in line with the core philosophy Arvind stands for.

The idea of the museum is to also support farmers growing natural indigo and along with them, help craftsmen, artists and artisans. “This is a unique opportunity for artists to express themselves through a completely different medium that will challenge them creatively. We have failed in several earlier attempts but it is the passion and belief to try and never give up that has culminated in these installations,” says the CMD.

So what’s next? “Well there could be an entire indigo cuisine designed around the plant as it is edible where the menu could be from renowned chefs who could interpret the plant in their own way,” chuckles Sanjay. Well, why not? Its various renditions across diverse materials is a case in point and the future is certainly looking bright and blue.