

Bird Group recreates magic with “The Sequel

Limited edition Annual Art Calendar launched as a tribute to Klimt

New Delhi, January 16, 2010: Bird Group today announced the launch of its annual Art Calendar as a tribute to renowned Austrian artist Gustav Klimt. Conceptualized and shot by renowned photographer and Ad film maker Rohit Chawla, the Art Calendar features Ayesha Thapar in “The Kiss” and Chitrangada Singh in “Adele Bloch Bauer”, sold for US\$135 million to Ronald Lauder for his Neue Galerie in New York City in June 2006, two of Klimt’s most famous works.

Speaking at the occasion, Ankur Bhatia, Executive Director, Bird Group and the man behind the vision, said, “Over two years ago, we began a journey; which looks to recognize the works of some of the most renowned artists from around the World in the form of a limited edition Art Calendar. In achieving this vision, we have partnered with Rohit Chawla to create an Annual Photographic Art Calendar series. Our 2009 calendar was a tribute to Raja Ravi Varma and this year we have featured the works of Gustav Klimt.”

Speaking on his work, renowned photographer Rohit Chawla said, “Inspired by the works of Austrian artist Gustav Klimt, undoubtedly 20th century’s most expensive artist, I got an opportunity to recreate his brilliance when the Bird Group re-commissioned me for their annual Art Calendar for 2010 titled “The Sequel”. Klimt’s portraits have a complexity of form and the vivid juxtaposition of colours derived from the Austrian rococo. It has been our earnest endeavor to give tribute to some of the most famous artists that the world has seen through the Annual Art Calendar.”

“The Sequel” features two of the most expensive and renowned works of Klimt – The Kiss (Der Kuss) painted by Gustav Klimt during his ‘golden period’ and is probably his most famous work. It depicts a couple, in various shades of gold and symbols, sharing a kiss against a bronze background and Adele Bloch Bauer painted by Klimt over a period of 3 years and commissioned by Ferdinand Bloch-Bauer, a rich industrialist of the era.

“Another corollary for the Group is to develop these exclusive Limited Edition calendars to accentuate their upcoming hotels as well as make available these brilliant works of art under one roof”, added Ankur.

Noted master craftsman Manoranjan Mukherjee was commissioned to create the props and accessories along with iconic sets to successfully recreate Klimt’s imagery.

About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 5500 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world’s leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group’s core business includes Travel Technology, Comprehensive Airline Representation & Management, Hospitality, Passenger Aviation Services & Ground Handling, Cargo Management, Education & Training, Business Consultancy & Luxury Retail. Together, the various companies within these verticals generate direct revenue in excess of USD 100 Million.

For more information, visit the Bird Group website www.bird.in

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