

Bird Group Presents a Unique Artistic Expression of Global Travelers with 'THE BATHTUB'

A book by Thukral & Tagra and Arjun Puri

Jaipur/ New Delhi, January 23, 2015 : Believing that the hospitality industry needs to enhance, adapt and create a new tomorrow which caters to the modern day traveler, Bird Group today announced the launch of 'The Bathtub'. Conceptualized by Thukral and Tagra and written by Arjun Puri, the Bathtub features six stories of today's travelers from different countries, each story is accompanied by work of art specially commissioned for the project and exclusively crafted by well-known contemporary artists Thukral & Tagra for the Bird Group.

Speaking on the occasion, Ankur Bhatia, Executive Director, Bird Group and the man behind the vision, said, "With a clear vision of delivering excellence and to make a mark in our hospitality undertaking, we partnered with Thukral & Tagra and Arjun Puri, for creating a unique artistic assignment that binds art with stories for travelers around the World. 'The Bathtub' is our earnest endeavor and a tribute to all the avid, global travelers."

'The Bathtub', created for the launch of a Bird Group's new hotel in the capital, dusitD2, is the brain child of Thukral & Tagra and Ankur Bhatia, and is penned by Arjun Puri, who elaborates and captures the aspirations of six travelers, weaved into human emotions, compassion, enthusiasm, hope, love and explorations.

The stories themselves represent travelers from different countries, with Delhi being the central theme may it be a German trying to rescue his love life, a French ivy league student finding herself in the hustle bustle of the old city, the British twins who aren't anything like each other or Sardarji millionaire or the middle-aged Japanese man and his tryst with destiny, and finally Sehr and her love for raindrops that form patterns on windows. The book 'The Bathtub' captures the experiences of these characters to get a sense of the magnificent Delhi.

Arjun Puri states, "I've always been a storyteller. When I was in junior school I made excuses to skip math tuition and rarely got caught out. Inspired from a young age, I created characters that became my imaginary friends. Borderline crazy? Maybe."

After 5 years of working as a banker in London and then moving back to India, came the opportunity to collaborate with two of my dearest friends, standout artists who blend modernity with tradition, Thukral & Tagra. Together with Ankur Bhatia, who's a mentor and friend, we conceptualized the Bathtub where art and design meet storytelling. It's a fresh idea that will hopefully find a place on your shelf."

Thukral and Tagra commented, "A work of art is incomplete if it doesn't reach the right audience. Bathtub explores the idea of experiencing art in a unique format, at one's comfort. We all live in constant state of longing, the book illustrates a surreal bubble, struggling with stored memories and pumped up with aspirations! With six original lithographs, the project comes together, like a story of babel".

The book launched at the Zee Jaipur Literature Festival will be placed in every room in the dusitD2, and hopes to plant an idea in the minds of the travelers wherein they could step out of the hotel rooms and explore Delhi, find the pulse of stories that would have been read in the comfort of beds and bathtubs.

Arjun Puri

Arjun Puri gave up the immigration dream. Well-settled, in his mid-20's he was an ambitious and well-dressed white-collar worker in London. After 5 years of working with an investment bank, he woke up one day daydreaming. And, all he saw were faces of people coming together and words forming patterns. Almost like A Beautiful Mind, without any hope of landing the Nobel Prize. He booked the next flight out to India and landed up in Uttar Pradesh. Straight from Baker Street to a farmland close to Saharanpur. The last two years have been spent daydreaming, storytelling and collecting tales for his bank of kahaani's.

Jiten Thukral and Sumir Tagra

The duo work collaboratively in a wide variety of media including painting, sculpture, installation, video, graphic and product design, websites and fashion. Thukral & Tagra blur the lines between Fine Art and Popular Culture, product placement and exhibition design, artistic inspiration and media hype. Their works comment on the globalization of consumer culture and the repercussions of this as it is being experienced in India today. While both playful and humorous, their works express thoughtful questions about the nature of Indian identity as it is articulated by Indians themselves and projected on to India by the rest of the world.

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 45 offices supported by over 6000 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, Aviation Services, Hospitality, Luxury Retail and Education. For more information, visit the Bird Group website www.bird.in

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