

The VR Art Car Project in association with Navjivan Group Unveiled at VR Surat

Ask a group of ten people about their dream car and their answers will range from those known for their speed to mileage. Ask a child about their dream car suited for their family and you will be in for a world of surprise. The VR Art Car Project attempted to showcase what a car means to people as these tiny tots presented their ideas. The children and their families were wowed as VR amalgamated these ideas into one big reality - the VR Art Car.

A team of creative practitioners have also prototyped the selected sketches into metal sheets to be offered to the kids at the end of the project; making them an inherent part of this campaign.

The sixth edition of The Dumas Art Project at VR Surat brings imagination to life with a Volkswagen Polo as the first ever VR Art Car. The campaign was in association with the Navjivan Group & Volkswagen Surat.

The first ever VR Art Car was unveiled to the public on the 6th of April at Magdalla Plaza, VR Surat at 5 pm and will be on display for a month. The ceremony was inaugurated by Chief Guest Mr. Keyur Kheni- Owner of Hindva Builders, who was joined by Guest of Honour Mr. Yash Gajjar, Director Navjivan Motors & Volkswagen Surat & Mr. Nithin Swami – Area Sales Manager, West Zone , Volkswagen India. The dream team of artists Bhriku kr Sharma, Preksha Tater, Ashish Dhola, Ankit Patel, Richi Bhatia & Abhijeet Paul were the masterminds behind the VR Art Car and Scooter.

Catch a glimpse of this new age car that combines the world of aspiration and necessity into a perfect blend!

About VR Surat

VR Surat is the first retail lifestyle destination developed by Virtuous Retail as an experiential shopping centre. In a short timeframe since its launch in 2013, VR Surat has become a social hub, offering an exciting mix of retail, art, entertainment and community initiatives. Packed with unique outdoor and indoor experiences, VR Surat is home to over 100 brands and world-class stores such as Shoppers Stop, Zara, Westside, Marks & Spencer, and MAC.

About Virtuous Retail

About Virtuous Retail South Asia VRSA is India's only institutionally backed integrated retail platform, that is both developing and managing community oriented lifestyle centres across the country. VRSA is aggressively expanding its pan-India portfolio which currently includes flagship centres VR Surat, VR Bengaluru VR Punjab and VR Chennai. Over the last 10 years, VR has redefined the spatial retail experience for consumers by delivering innovative centres that seamlessly integrate shopping, hospitality, food, leisure and entertainment. These award winning lifestyle centres are designed and operated by VRSA as social hubs that are 'Connecting Communities©' and celebrate local culture while enhancing the overall brand image of the city they are located in.