



Dear Partner,

The 12th edition of VR Surat was marvellously the 12th edition of the Dumas Art Project, held from 8th to 28th February 2026 under the theme "The Future is Now".

Dumas Art Project was inaugurated by Dr. Malika Sapthali, recipient of the Padma Shri (2018) and an accomplished dancer and choreographer.

The evening featured a classical dance performance by students of the Darpana Academy of Performing Arts, Ahmedabad. This was followed by an exclusive viewing of over 340 installations, sculptures, paintings, and photographs displayed across VR Surat. The artworks were created by students and artists from leading institutions, including Sir J. J. School of Art (Mumbai), The Mahatma Jyotiba Phule University of Kashi, The National South Gujarat University, Anant National University (Ahmedabad), and IIS Institute of Design and Technology.

A defining highlight of the evening was the unveiling of the special TESLA Kala Car[®] presented as the brand's first public showcasing Tesla, transformed into a contemporary artistic canvas. Designed by award-winning artist Mittal Sujata, the artwork explored themes of mobility, sustainability, and technological progress.

The installation quickly became one of the festival's most photographed attractions, drawing strong visitor engagement and symbolising the intersection of innovation and artistic expression.

The edition also featured the UNESCO 'Pockets of Hope' exhibition and the Gujarat in Focus (GIF) Art Gallery, bringing global and regional perspectives together under the Centre.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

DUMAS ART PROJECT IITH EDITION 8TH - 28TH FEBRUARY 2026

The 12th edition of Dumas Art Project brought together art, ideas, and community in one shared space. During this period, VR Surat transformed into a vibrant platform for creativity and collaboration.

With participation from leading art institutions, students, independent artists, and cultural partners, the festival presented a diverse range of installations and experiences. From live art and photography to workshops, cinema, literature, and live performances, each event added a new layer to the celebration.

Rooted in the theme "The Future is Now", the festival encouraged dialogue, experimentation, and meaningful engagement with contemporary art.



TESLA KALA CAR - ART IN MOTION 8TH FEBRUARY 2026

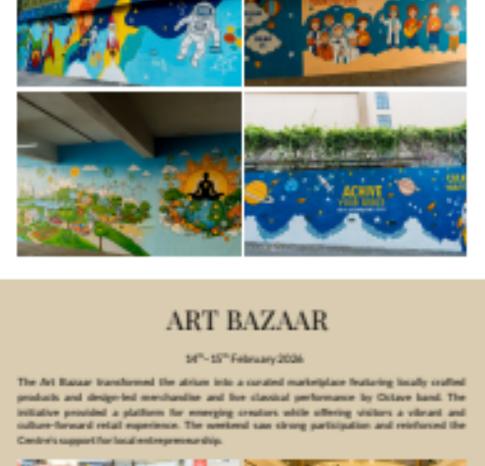
A defining installation of this year's Dumas Art Project was the unveiling of the 'TESLA Kala Car'. Gujarat's first publicly showcasing Tesla, transformed into a contemporary artistic canvas. Designed by award-winning artist Mittal Sujata, the artwork explored themes of mobility, sustainability, and technological progress.

The installation quickly became one of the festival's most photographed attractions, drawing strong visitor engagement and symbolising the intersection of innovation and artistic expression.



ART INSTALLATIONS - PURPOSE DRIVEN NARRATIVES 8TH FEBRUARY 2026

Students and artists from Sir J. J. School of Art (Mumbai), The Mahatma Jyotiba Phule University of Kashi, The National South Gujarat University, Anant National University (Ahmedabad), and the Institute of Design and Technology presented a diverse range of installations addressing themes such as technology, sustainability, urban transformation, and the future of human interaction. Through immersive environments, sculptures, and conceptual artworks, the installations collectively reflected the festival's theme, "The Future is Now", encouraging visitors to reflect on the relationship between innovation, responsibility, and creative imagination.



POCKETS OF HOPE UNESCO EXHIBITION 8TH FEBRUARY 2026

In collaboration with the UNESCO Regional Office for South Asia, the festival presented the 'Pockets of Hope' photography exhibition, inspired by the UNESCO Man and the Biosphere Programme.

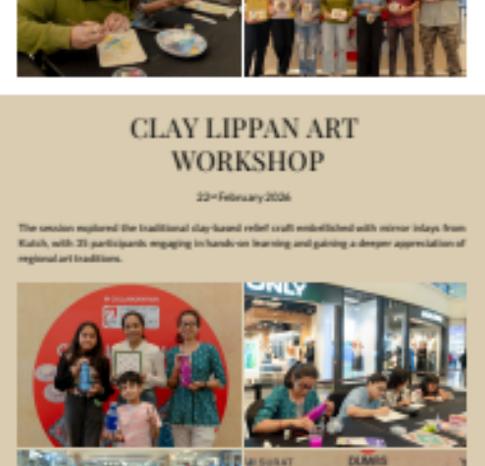
The exhibition highlighted ecological hotspots around the world that demonstrate successful conservation and sustainable coexistence between communities and nature. Complementing the display was a Jelly Fish installation created from waste collected at Dumas Beach, drawing attention to marine ecosystems and responsible environmental stewardship.



GUJARAT IN FOCUS (GIF) ART GALLERY 8TH FEBRUARY 2026

The Gujarat in Focus (GIF) Art Gallery presented a curated photography exhibition capturing stories, landscapes, and everyday moments from across the state.

Through powerful visual narratives, the exhibition highlighted Gujarat's cultural diversity and working urban identity. The gallery attracted strong visitor engagement and added a regional storytelling dimension to the festival's broader programme.



BASEMENT ART PROJECT 8TH FEBRUARY 2026

The Basement Art Project transformed an underutilised space within the Centre into an immersive gallery environment featuring large-scale murals and installations.

Created by participating students and artists, the works explored themes of sustainability, urban development, and future living. Through bold visual storytelling and experiential formats, the project aligned closely with the festival's theme while encouraging visitors to reimagine art beyond traditional exhibition space.



ART BAZAAR 14TH - 15TH FEBRUARY 2026

The Art Bazaar transformed the atrium into a curated marketplace featuring locally crafted products and designed merchandise and live classical performance by Chakra band. The initiative provided a platform for emerging creators while offering visitors a vibrant and culture-forward retail experience. The weekend saw strong participation and reinforced the Centre's support for local entrepreneurship.



YOUNG ARTISTS PROGRAM 10TH FEBRUARY 2026

As part of the Dumas Art Project, the Young Artists Program brought together 300 students for a themed drawing competition exploring "The Future is Now". The session encouraged imagination and self-expression while strengthening engagement with educational institutions across the city.



THEATRE PERFORMANCE 10TH FEBRUARY 2026

In collaboration with DRP Entertainment, VR Surat hosted a performance of "The Overloaded Sofa" at the INOX auditorium, attracting over 200 attendees. This full-paced English farce centring on the greedy Abuja sisters added a new dimension of artistic engagement to the Centre and significantly expanded the festival's cultural footprint.



MADHUBANI PAINTING WORKSHOP 21ST FEBRUARY 2026

In collaboration with Paint Society by Anusha, the Madhubani workshop engaged over 20 participants in a guided session exploring the traditional folk art form. The session offered a hands-on opportunity to learn heritage techniques in an interactive setting.

CLAY LIPPA ART WORKSHOP 22ND FEBRUARY 2026

The session explored the traditional clay-based relief craft embellished with mirror inlays from Kutch, with 25 participants engaging in hands-on learning and gaining a deeper appreciation of regional art traditions.

BANDHEJ WORKSHOP 28TH FEBRUARY 2026

The workshop series concluded with the Bandhej (Tie-Dye) technique, with a 32-participant session. Sessions at VR Surat include hands-on activities. The session combined hands-on learning and cultural context, bringing the month-long programme to a meaningful close.

MARCH HIGHLIGHTS

MENSTRUAL HEALTH AWARENESS 7TH MARCH 2026

In collaboration with Kamakhya India, VR Surat hosted a women-centric initiative focused on normalising conversations around menstrual health. The program encouraged open dialogue, learning, and greater awareness, creating a supportive platform for understanding and community engagement.

INTERNATIONAL WOMEN'S DAY 8TH MARCH 2026

In celebration of International Women's Day, VR Surat hosted a series of curated engagements honouring women's wisdom, achievements, and leadership within the community. VR Surat celebrated International Women's Day with engaging activities that honoured women's wisdom, achievements, and leadership. Every female customer entering the center was welcomed with a rose bud and warm Women's Day wishes. Complimentary parking was also offered to all women visitors. An inspiring Leadership Talk Show was held from 6:00 PM to 8:00 PM featuring five trailblazing leaders - Anika Valand, Carina Kakkar, Shradha Shah Raj, Janvini Kaur, and Shweta Doshi - who shared their experiences and perspectives on leadership and empowerment. The celebration concluded with a lively music jam. Participants completed the year-end month 23 tasks. Women's empowerment is a continuous journey. VR Surat's commitment to gender equality and social justice is a core value, bringing the month-long programme to a meaningful close.

SOCIAL MEDIA INSIGHTS

FEBRUARY 2026

February recorded strong and consistent digital performance for VR Surat, driven primarily by content around the Dumas Art Project, the Kala Car unveiling, and associated cultural programming.

The month published 24 posts and 85 stories, reaching over 280,000+ and 602,094 impressions, reflecting strong visibility across audiences.

The page recorded 6,702 profile visits, indicating heightened interest and discovery during the campaign period. Engagement remained healthy, with 8,296 post likes and 279 shares, demonstrating audience interaction with curated content.

VR Surat closed the month with a total community size of 34,284 followers. In addition, the dedicated Dumas Art Project page recorded exceptional traction, achieving an account reach of 2,346,622 and 33,640 profile visits, highlighting the campaign's strong resonance and the audience's curiosity to explore the initiative further.

The month reinforced the effectiveness of event-led content and immersive campaign narratives, including reach, engagement, and platform visibility.

AWARDS & ACCOLADES

February earned a great milestone for VR Surat at the Global Awards for Retail Excellence 2026 (For Excellence in Shopping Centres), where the Centre was honoured with:

- Shopping Centre of the Year - 2026 (For Metro West)
- Best Thematic Decoration - Shopping Centre

The Shopping Centre of the Year recognition reflects the Centre's sustained performance, strong brand partnerships, and its ability to deliver a consistently elevated retail experience. The Best Thematic Decoration award acknowledges VR Surat's commitment to curated programming and immersive environments that resonate with visitors and stakeholders alike.

Together, these recognitions reaffirm VR Surat's continued focus on experiential retail, collaborative innovation, and thoughtful design-led initiatives, further strengthening its position within the regional retail landscape.

UPCOMING EVENT

Gujarat Top Model Auditions 10TH MARCH 2026

The Gujarat Top Model Auditions will take place at VR Surat, bringing emerging fashion talent to the Centre and showcasing strong youth participation within a dynamic, fashion-led environment.

OPEN NOW

FILA has now opened at VR Surat, marking Gujarat's first-ever FILA store and strengthening the Centre's fitness and performance-oriented portfolio. The brand brings its globally recognized heritage legacy and contemporary design aesthetic to the growing retail mix.

UPCOMING STORE

BEWAKOOF

Bewakoof is set to open at VR Surat, adding to the Centre's vibrant fashion offerings. Known for its bold graphics, personality-inspired designs, and contemporary streetwear aesthetic, the brand brings a strong digital-first identity to the retail mix.

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