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As told to Sindhuja Balaji

Satish Gujral's collection really inspires me. Artists are deeply inspired by varied ideas



● Lekha Washington poses with her creation



BRAND BAAJA IN COLOUR

VIVID, COLOURFUL AND FULL OF INTENSITY, A GRAPHIC CAN TELL SUCH FABULOUS TALES

● **ANJALI MENON, GRAPHIC DESIGNER**

Creating art in a variety of forms has always been intrinsic to my nature. The first signs of this were spotted when I was not much older than four. Evidence of my unusual affinity for scissors and crayons were seen all around our apartment, much to my parents' chagrin. That quickly developed into a more tra-

ditional and mature expression of creativity as I discovered the world of craft and then the world of graphic design.

A fundamental element of graphic design is inspiration. The influences on my work have been ubiquitous in my surroundings and not from any particular artist's work. I live in New York and the city has inspired me and has had a strong influence on my work.

From the smallest detail on a passerby's outfit to the larger than life mural on a building façade, the city's rich cultural and ethnic tapestry is where I draw inspiration from. Finding it simply means having to keep your eyes and mind open as you take a stroll down the street.

When I work on a project, I always start by researching the subject at hand. This is fun for me, learning about something new — plus it never fails to get my creative juices flowing.

I love the moments when I am sitting idle, in the train for instance, thinking about nothing in particular when a pattern on someone's handbag suddenly catches my eye, and I quickly sketch it on any scrap of paper before it eludes me. Many times, this is how I come up with ideas for the patterns I create for nail art or brand identity for a company. It's a combination of research and observation.

This is the beauty of a designer's mind — the constant observing and processing of ideas, looking out for the cool and interesting wherever one goes.

As told to Ayesha Tabassum

The designer has worked on logos for international brands and has created branding for The Collective, a beauty product line for Victoria's Secret, and product development for Coty



● Street graphics in New York

