

Tata Motors launches 'Nano: Art in Motion'



Karl Slym, managing director, Tata Motors and wife Sally (seen with artist Sangeta Babani, centre) spent an evening at Cymroz Art Gallery on October 3, appreciating art

Tata Nano fans have a new reason to celebrate with the launch of 'Nano: Art in Motion', which will feature art cars painted by renowned artists

Tata Motors has come up with a novel concept to brighten up the city. It has announced the launch of the 'Nano: Art in Motion', for all Tata Nano fans, in association with well-known artists. Designed to celebrate life, creativity, freedom and the spread of culture, 'Nano: Art in Motion' will feature the Tata Nano as its canvas, with the inaugural 'Art Car' painted by renowned artist, Sangeta Babani. A self-taught artist from Mumbai, Babani transformed the car last month at the Palladium Courtyard of the High Street Phoenix, Mumbai.

Launching 'Nano: Art in Motion', Delna Avari, head (Nano Product Group), Tata Motors, said, "Through this initiative, we are marrying art and utility to showcase a series of Tata Nanos, which will be embellished with varying theme-based imagery. The first art car will focus around the theme of 'celebration'."

Excited about painting on the Tata Nano, Babani interpreted the theme of celebration using her signature blend of realism and abstraction, set to the vibrant color palette for which her art is known. She was assisted by Anil Dirgankar, a young and upcoming artist.

The Tata Nano, besides having visited the various Ganesh pandals prior to Ganesh Chaturthi, will also visit orphanage homes and children's schools to spread happiness. All Tata Nano fans can participate in this celebration by registering in the contest "Catch the Art Nano" where keen observers of the Art Nano can upload their photos of the car, taken during its tour of the city, to a special Facebook application on the Nano's fan page. The fan with the best shot of the Art Nano will be selected for a special visit by the car.

All art lovers and Nano fans can follow 'Nano: Art in Motion' on www.tatanano.com/nanourartmotion

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