

Tata Motors launches 'Nano: Art in Motion'



Tata Motors recently announced the launch of the 'Nano: Art in Motion', for all Tata Nano fans, in association with well-known artists. Being 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 being painted by renowned artist, Sangeeta Babani. A self-taught artist from Mumbai, Ms. Sangeeta Babani, started painting the car from September 14 till September 16 at the Palladium Courtyard of the High Street Phoenix, Mumbai. She was assisted by Anil Dingankar, a young and upcoming artist. Launching Nano: Art in Motion, Delna Avari, Head (Nano Product Group), Tata Motors, said, "The Tata Nano is a true innovation and a fun car, and art is all about having fun with colors, creativity and personal expression. 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, further accentuating the brand's personality as a potent personal symbol. We are delighted to have Sangeeta Babani as part of the kickoff to this exciting initiative." www.sangeetababani.com