

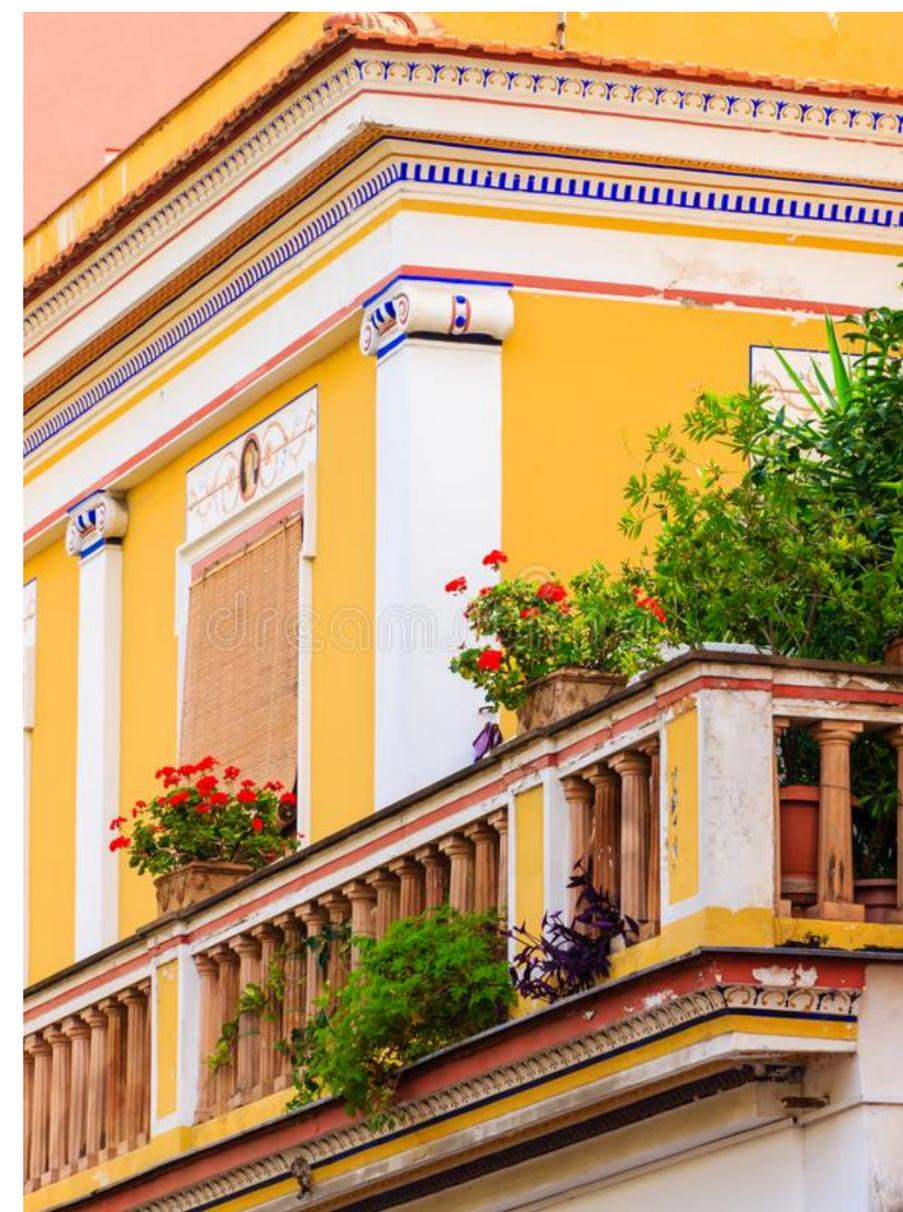
Yellow Verandah

ARTS AND CRAFTS HOME DECOR

PRESENTED BY - NISHA SINGH (FLAD)

PRESENTED TO - ANIL TIRKEY SIR







ACKNOWLEDGEMENT

I am grateful to almighty for giving me strength to successfully complete my assignment and for sustaining my efforts .

I am deeply indebted to MR. ANIL TIRKEY SIR without whose constructive feedback this project would not have been a success valuable advice and suggestions for the corrections , modification and improvement did enhance the perfection in making of this successful assignment.



BRAND RESEARCH

Yellow Verandah is a bespoke luxury homeware boutique , creating a curating handmade Environment conscious , Natural Sustainable , Cruelty free , Zero carbon Footprint decor and lifestyle products .Majorly their products show Indian stories and Heritage culture with splash of accentric colors and Bohemian impression.

Subhamoy Sinha travel and hand - pick the best exclusive wide selection of products from every corner of the country , mostly direct from the artisans an unparallel heritage that simply artisans of India have been quietly perfecting for centuries .



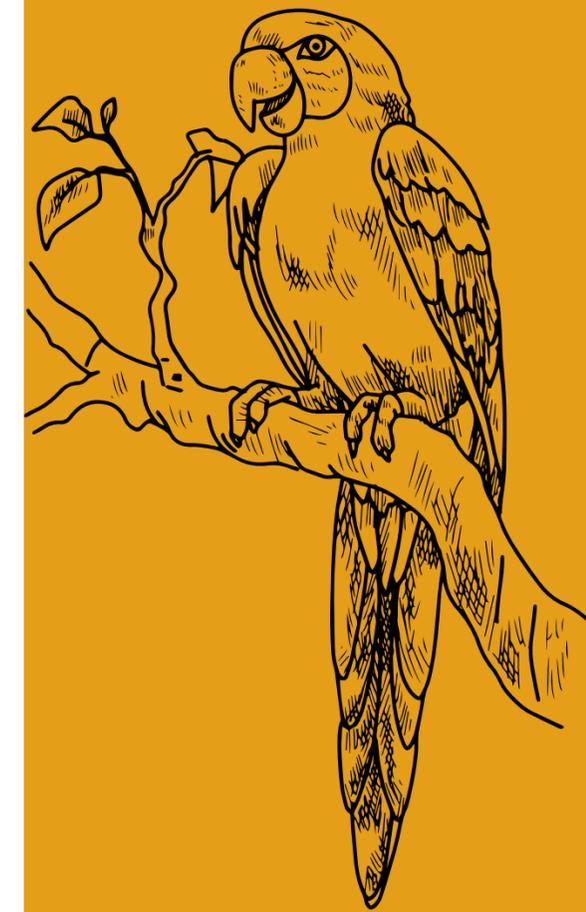
HISTORY

- Yellow Verandah was conceptualized in 2015 during Subhamoy Sinha travels in Kochi - mesmerized by beautiful centuries - old wooden handpainted cow heads in magical Jew Town .
- He travel remotest possible villages in India ,met local artisans , craft communities , sculptors.
- Every day has been a new beginning , embracing themselves with rich Indian heritage , mythology stories , poetry , colours , livelihood and festivals
- His designs reflects vivid inspiration from Indian stories.



THEIR SERVICES

- Wall Decor
- Decor Accents
- Table and Dining
- Rugs and Dhurries
- Linen
- Wellness
- Furniture
- Gifts

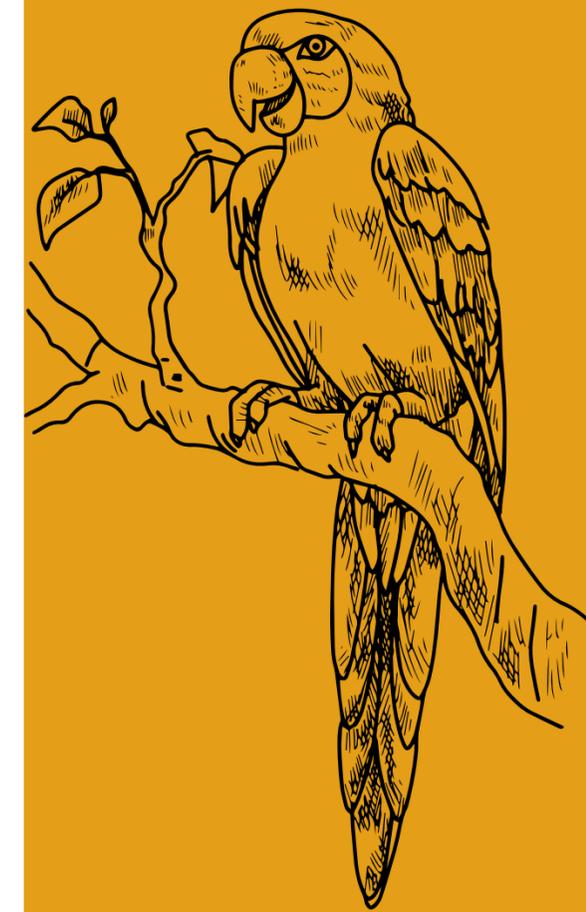




WALL DECOR CATEGORIES

Wall Decor is ultimate extension of ourself and also the simplest way to define empty walls.

- Wall Art
- Wall Plate
- Frame and Mirror
- Painting



Wall Decor

*A magical journey with
Indian heritage artists*





Pichwai Handpainted Wall Plate

Rs. 2,900.00





DECOR ACCENTS CATEGORIES

- Sculpture
- Classic Curation
- Box and Trunk
- Candle stand
- Lantern





Decor Accents

*Celebrate home with
timeless antiques & classics*





Wooden Candle Stand - Green

Rs. 1,800.00



TABLE AND DINING CATEGORIES

- Stoneware
- Brassware and Kansa
- Copperware
- Silverware
- Steelware
- Wooden

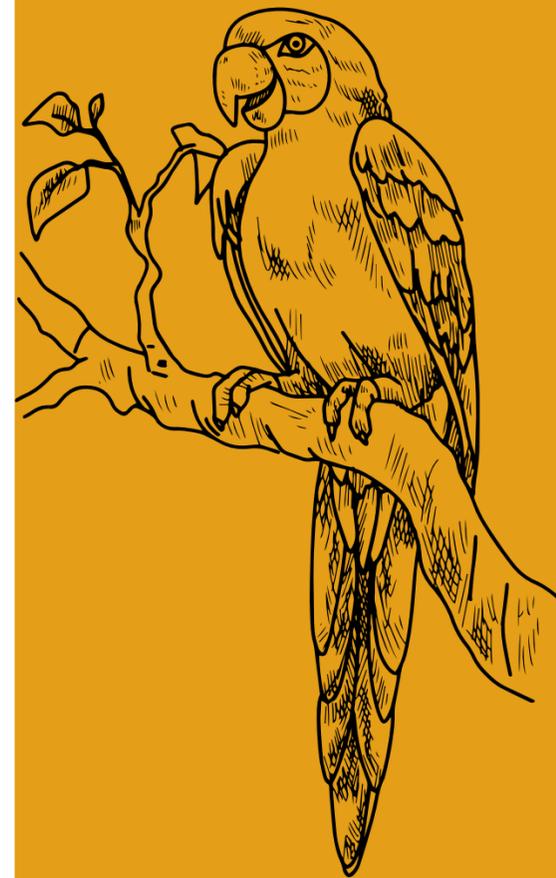


Table & Dining

*Handmade & handcrafted by talented
studio potters & metalsmiths from India*





Steel Printed 3 Tier Lunch Box

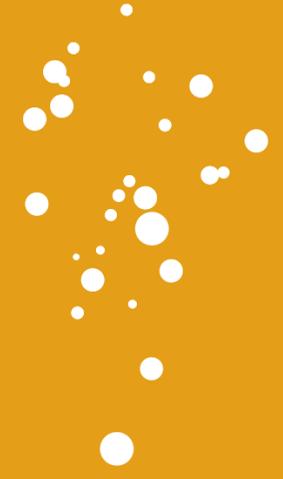
Rs. 2,000.00



RUGS AND DHURRIES

- **Linen Categories**
- **Bed Linen**
- **Table Linen**
- **Classic Curation**

(Handwoven and natural dyed in Rajasthan inspired by Indian ethnic motif)





Rugs & Dhurries

*Handwoven & natural dyed
in Rajasthan - inspired by Indian ethnic motif*





WELLNESS AND CATEGORIES

- Aromatherapy
- Hair
- Skin

(Embrace pure natural , cruelty free wellness inspired
by indian Ayurveda)





Wellness

*Embrace pure, natural, cruelty-free
wellness - inspired by Indian Ayurveda*





Stoneware - Essential Oil Burner

Rs. 950





LINEN CATEGORIES

- Bed Linen
- Table Linen
- Classic Curation

(Adorned luxury with exotic flowers and blooms on natural fabric)



Linen

*Adorned luxury with exotic flowers &
blooms on natural fabric*





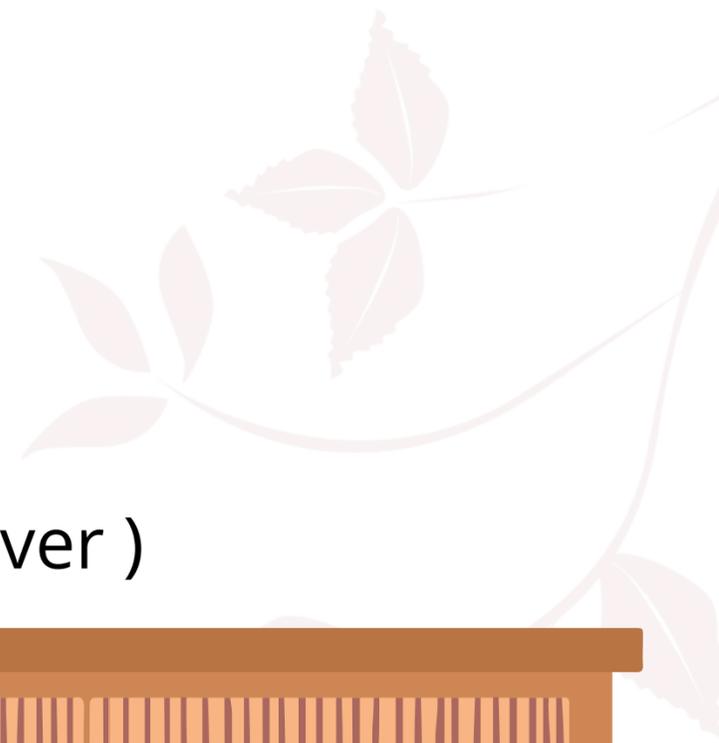
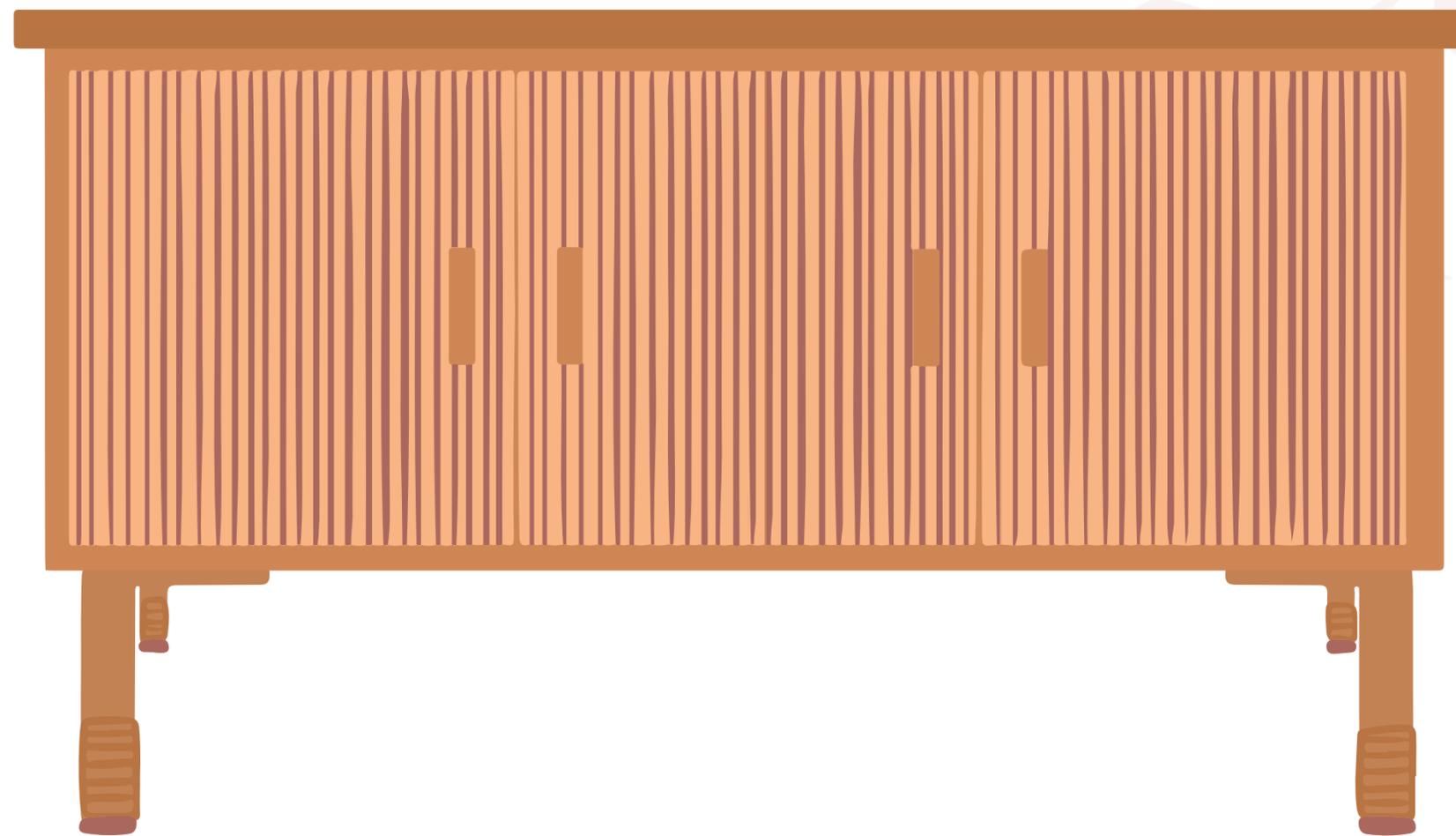
Pure Cotton Printed Bed Spread / Quilt

Rs. 4,500



FURNITURE

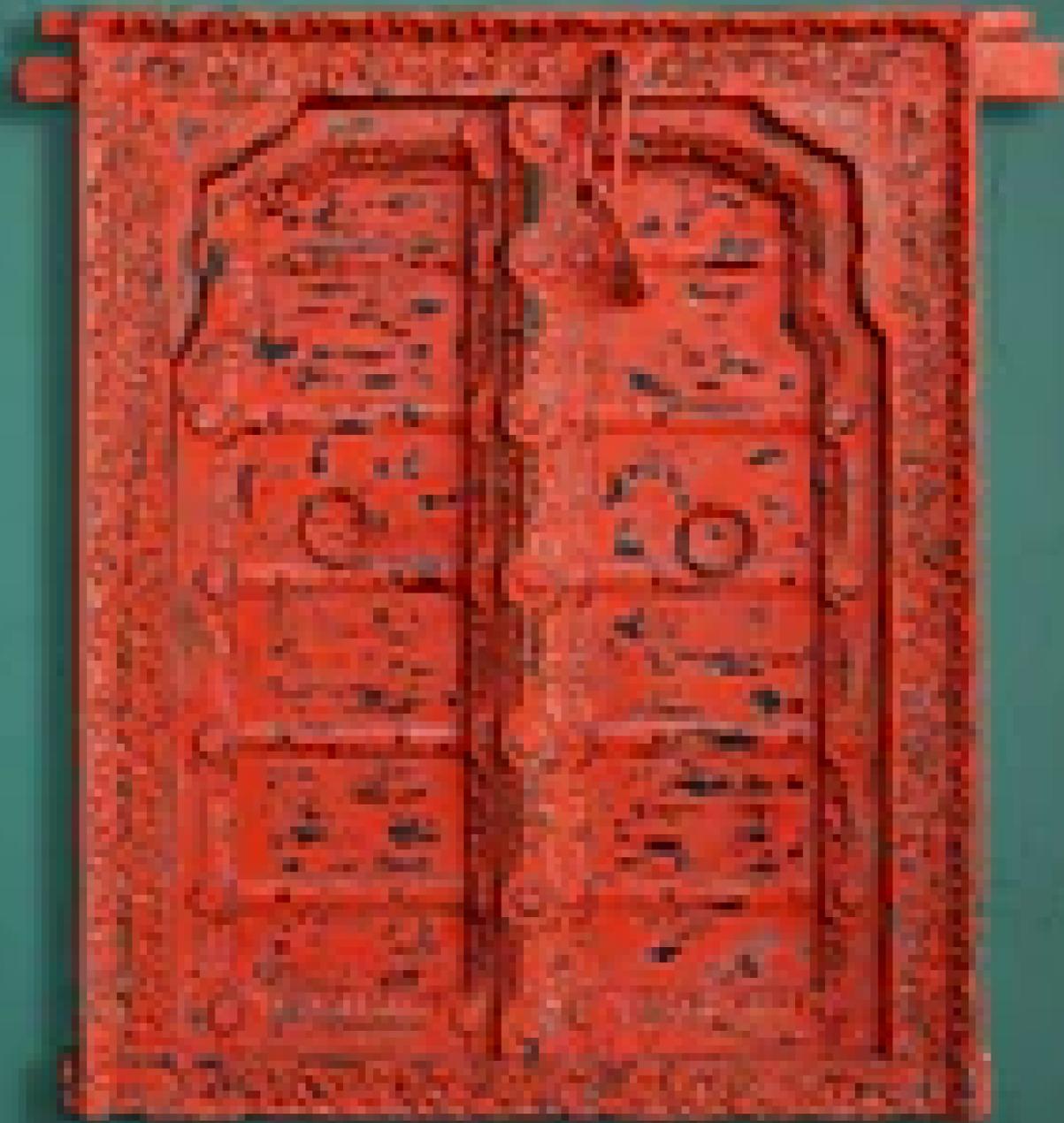
(Furniture forever)



Furniture

Furniture forever





Original Antique Wooden Window

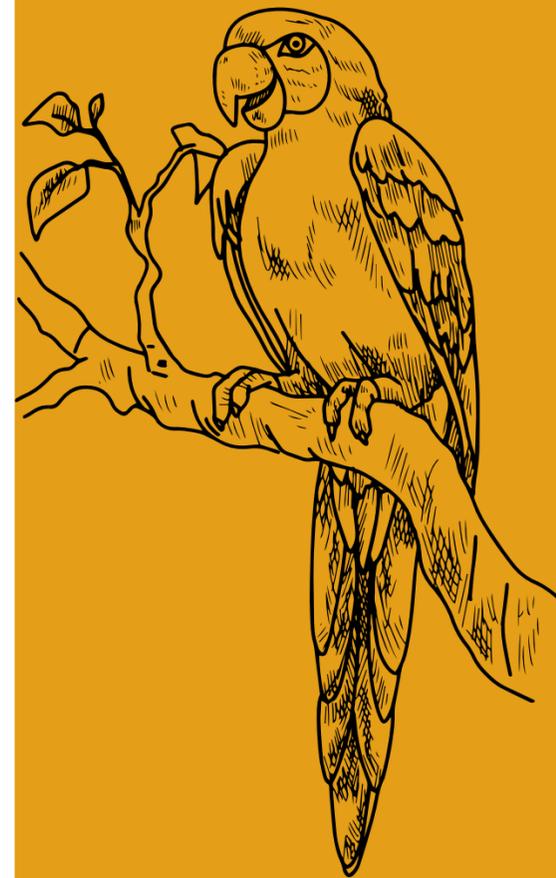
Rs. 16,800



Yellow Vrindach

GIFTS

(Celebrating special relationships and eternal bonds of love)





Gifts

*Celebrating special relationships
& eternal bonds of love*





Palm Leaf Gift Box

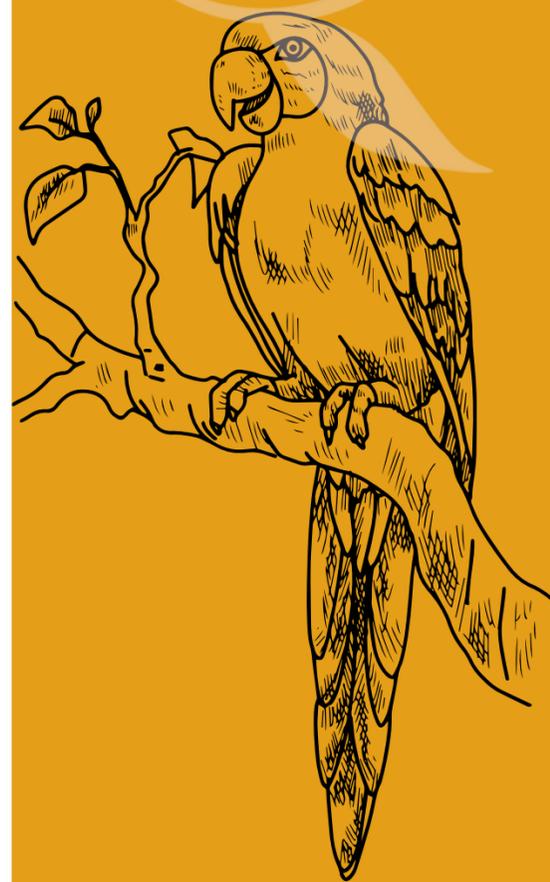
Rs. 1,700





SALE

(Discover refined palate of artificial collection of graceful , elegant and sustainable)



Sale

*Discover refined palate of artisinal collection
- graceful, elegant, sustainable*



Bamboo Canisters

Rs. 1,000.00





CONTACT DETAILS

ADDRESS

#123, Gachibowli - Miyapur road , Whitefields ,
Kondapur,Telangana - 500084

STORE

2F 123 , Level 2
Sarath City Capital Mall
Hyderabad , 500081

PHONE

+919618049302

EMAIL

care@yellowverandah.in

SOCIAL LINKS

www.instagram.com/yellowverandahofficial
www.facebook.com/yellowverandahofficial
www.yellowverandah.in





PRODUCT SELECTED





BRAINSTORMING

Folk art

Elaborate designs

Festivals

Colorful patterns

Vibrant

Textile

Srinathji

Religious elements

Detailings

PICHWAI PAINTINGS

Occasional

Made on cloth

Attractive

Master art

Creativity

Bright

Miniature style

Lord Krishna

Unique

Positive thoughts





PICHWAI PAINTINGS

Pichwai paintings are works of art that are used to adorn the walls of temples, behind the idol. The Pichwai style is from the Nathdwara School, and is identified by characteristic features of large eyes, broad nose and a heavy body, similar to the features on the idol of Shrinathji.

Different paintings are made for different occasions, different seasons, festivals, and so on. While the painting has pink lotuses in the summer, the painting for Sharad Purnima is a night scene with the bright full moon. Themes such as Raas Leela, Holi, Annakut (Govardhan Puja) are also seen in their relevant occasions.





Sometimes rich embroidery or appliqué work is used on the paintings. Enclosed in a dark border, rich colours like red, green, yellow, white and black are used, with a lot of gold decorating the figures.

On a starched cloth, the painter first makes a rough sketch and then fills in the colours. Traditionally natural colours and brushes made of horse, goat or squirrel hair were used, but now faster and less expensive material have replaced them. One can still find many paintings done with natural colours only. The use of pure gold in the paintings adds to their value and charm. For one painting, it may take 3-4 days to just prepare colour from pure gold.

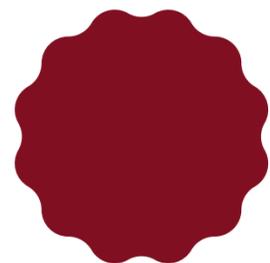




COLOURS USED IN PICHWAI PAINTING



RED



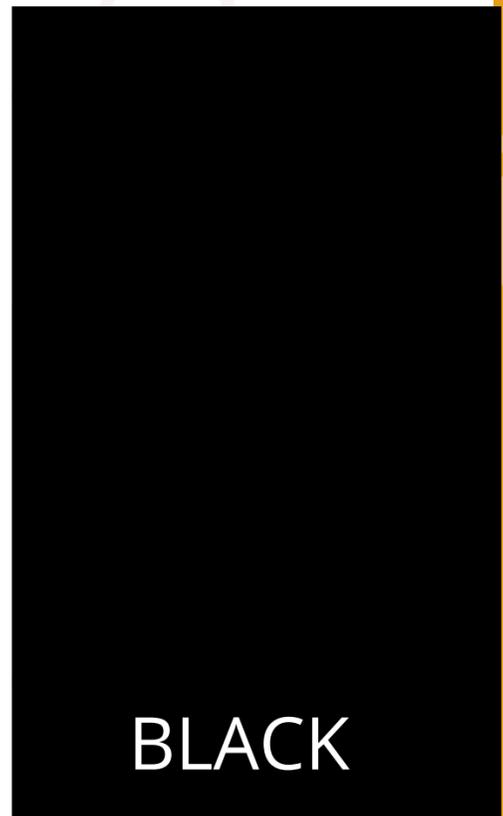
GREEN



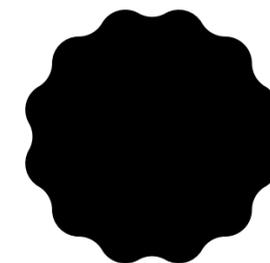
YELLOW



WHITE



BLACK





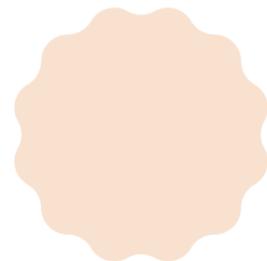
TRENDING COLOURS OF 2022



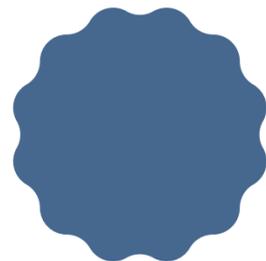
ORCHID FLOWER



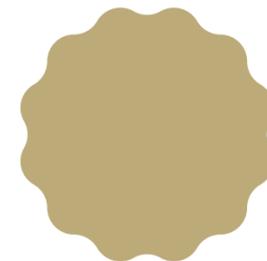
BUTTER



ATLANTIC BLUE



OLIVE OIL



MANGO SORBET





FLORAL

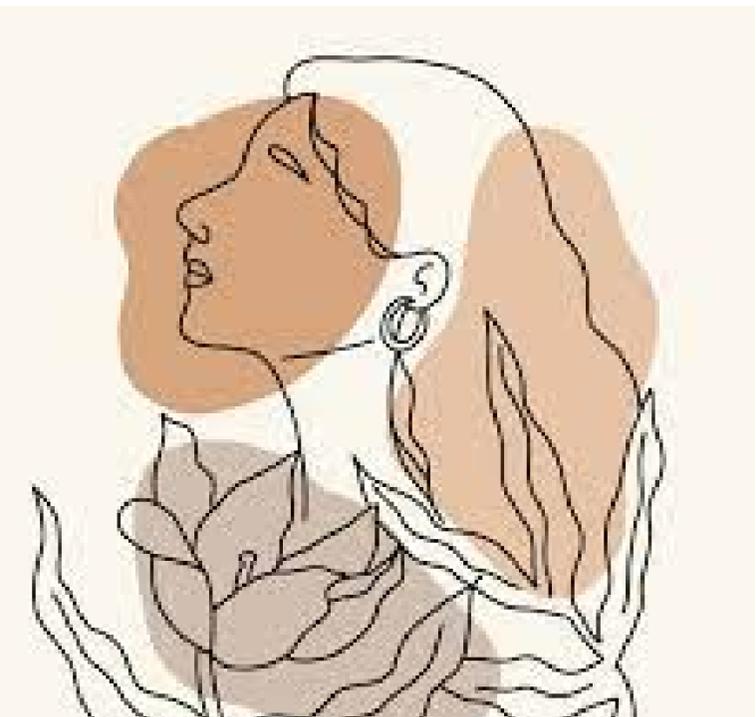


ANIMAL FIGURE

**TREND STUDY
PAINTING**



DETAILINGS



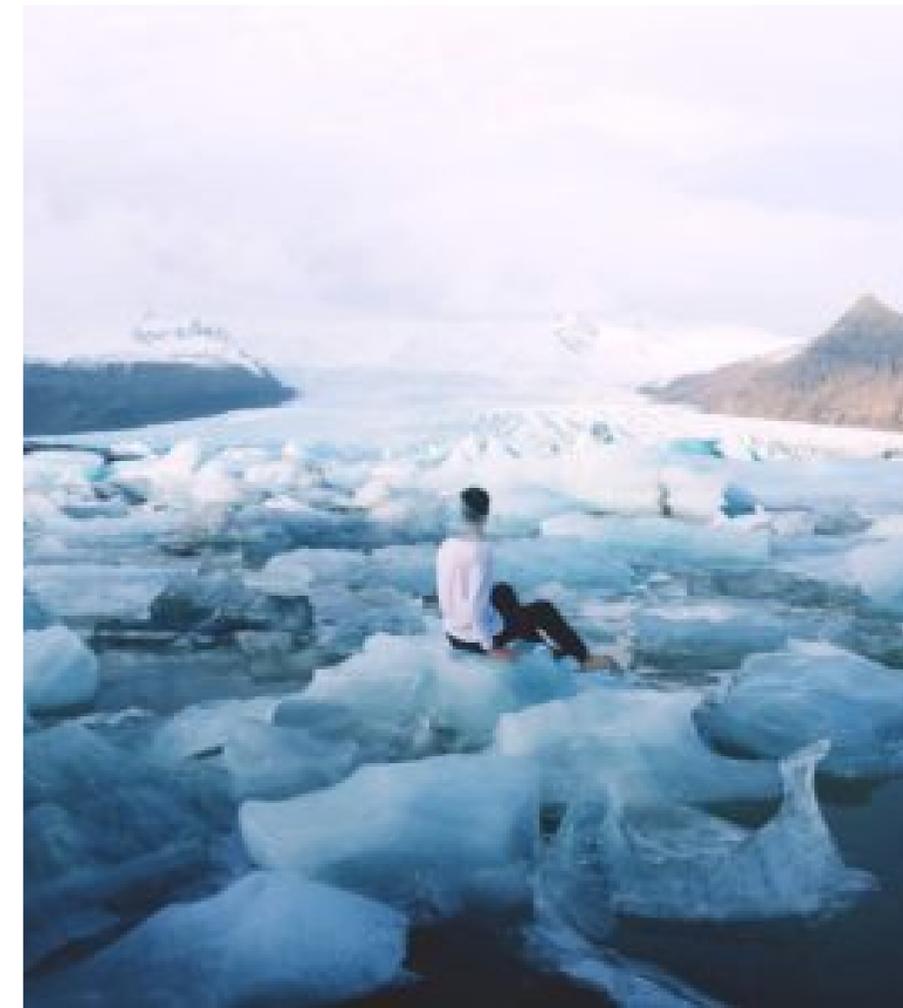
LINE ART



NEON COLOUR



FIGURES



SCIENCE

TREND STUDY

WALL PLATES

Decorative plates hung on walls are no longer seen only in grandparents' homes , the trend has been gaining in popularity, and the prints and motifs seen in the latest ones range from traditional to ultra-contemporary.





DIFFERENT SHAPES



DETAILED MANDALAS



ABSTRACT



SUSTAINABLE MATERIAL



PATTERNS



MOTIFS /CARVED



UNIQUE

CONTEMPORARY PICHWAI PAINTINGS







DESIGN PROPOSAL

PURPOSE AND SCOPE

To design a range of wall plates for living room by fusing traditional art of Pichwai painting with modern contemporary art style in form of mandalas.

PRODUCT CATEGORY

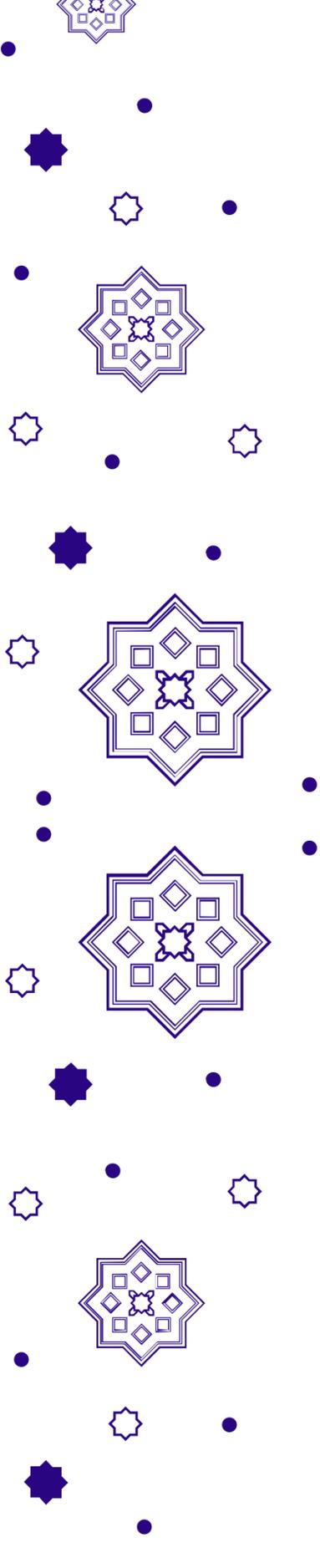
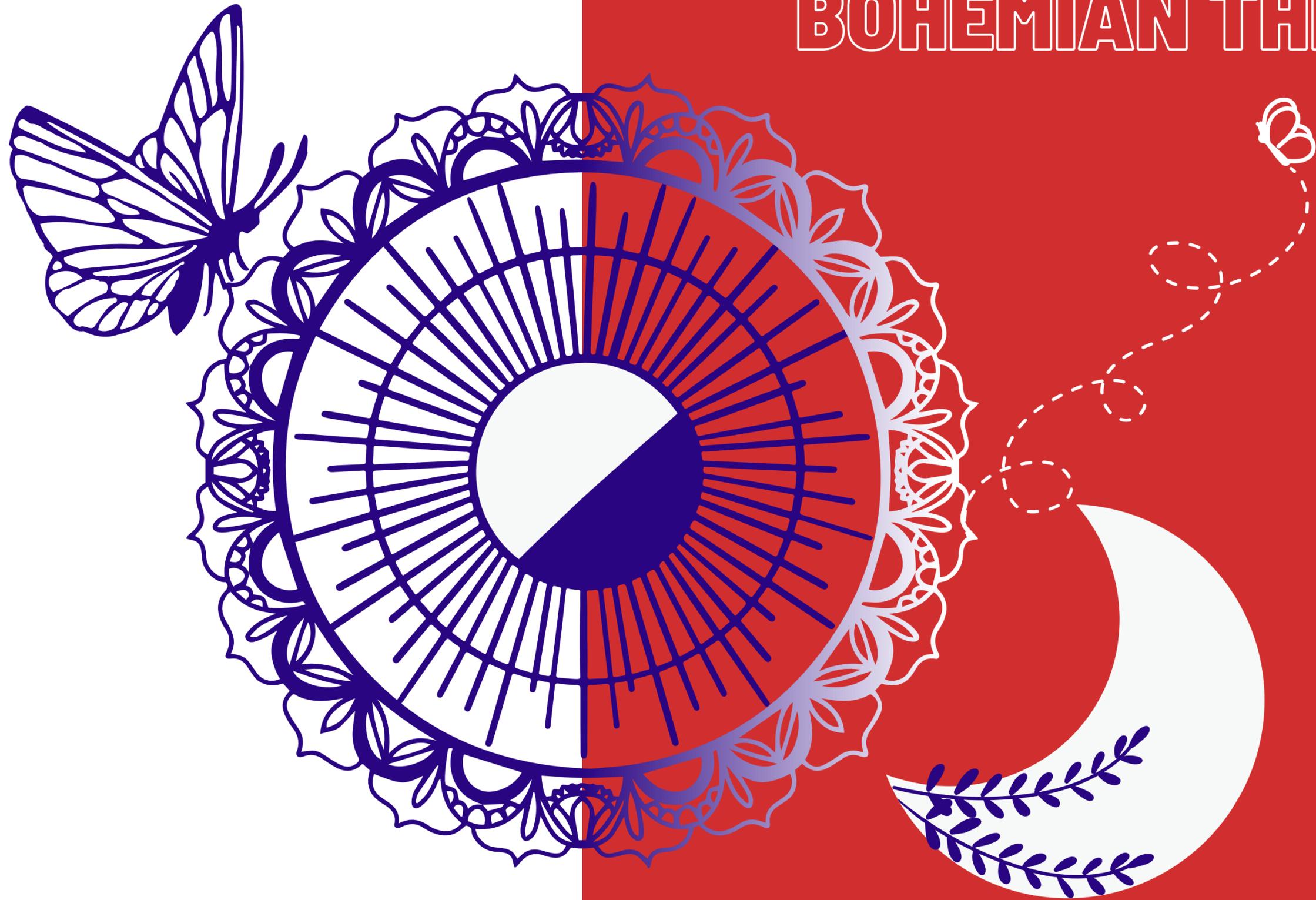
Wall Plates

TARGET MARKET

People living in metro cities . people having interest in different art forms , who like experimenting with different art forms and who wants to encourage art and craft to enhance the aesthetics of living room .



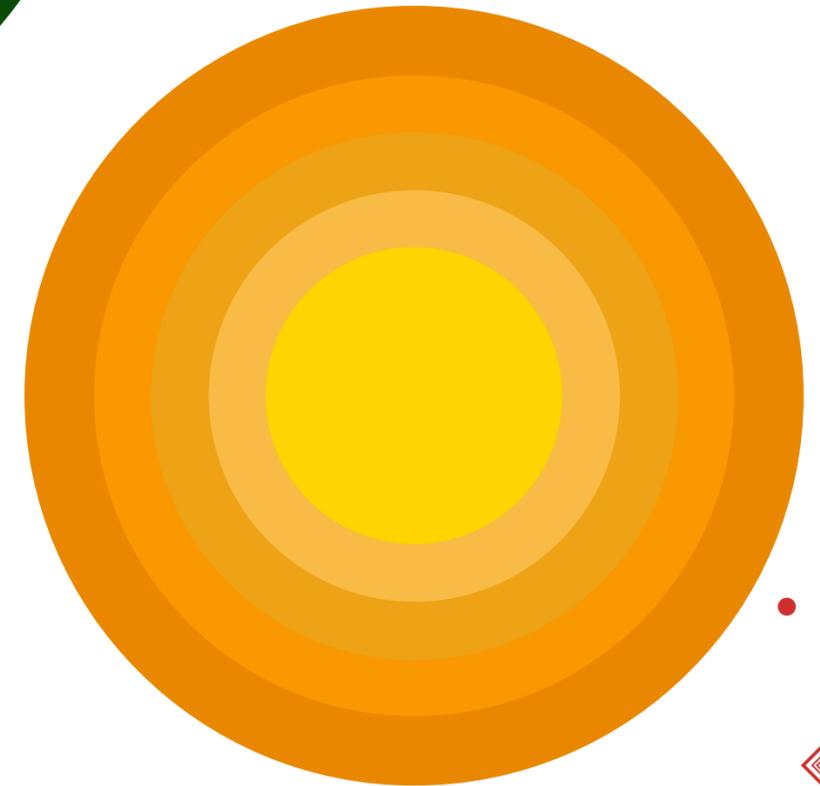
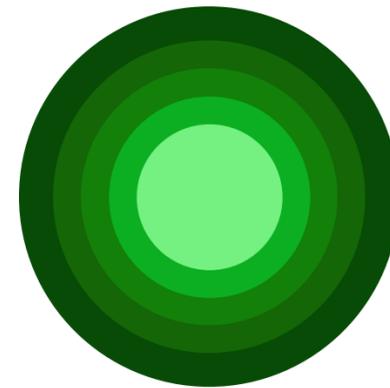
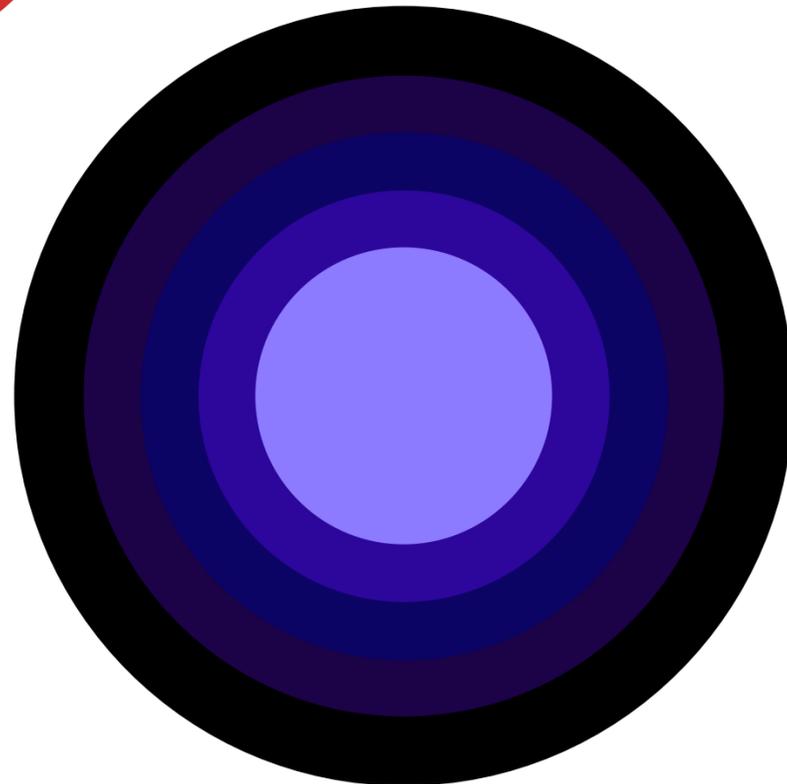
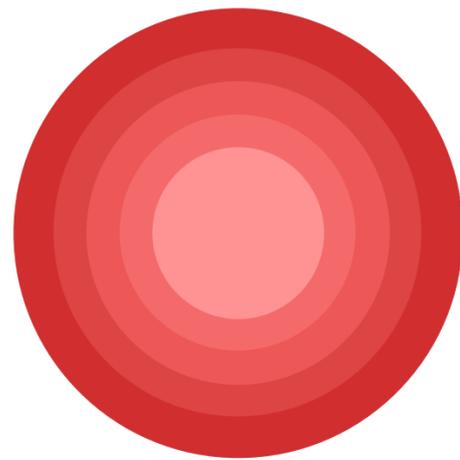
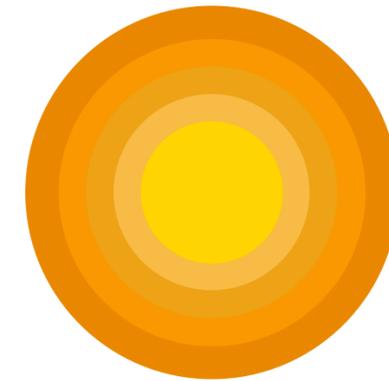
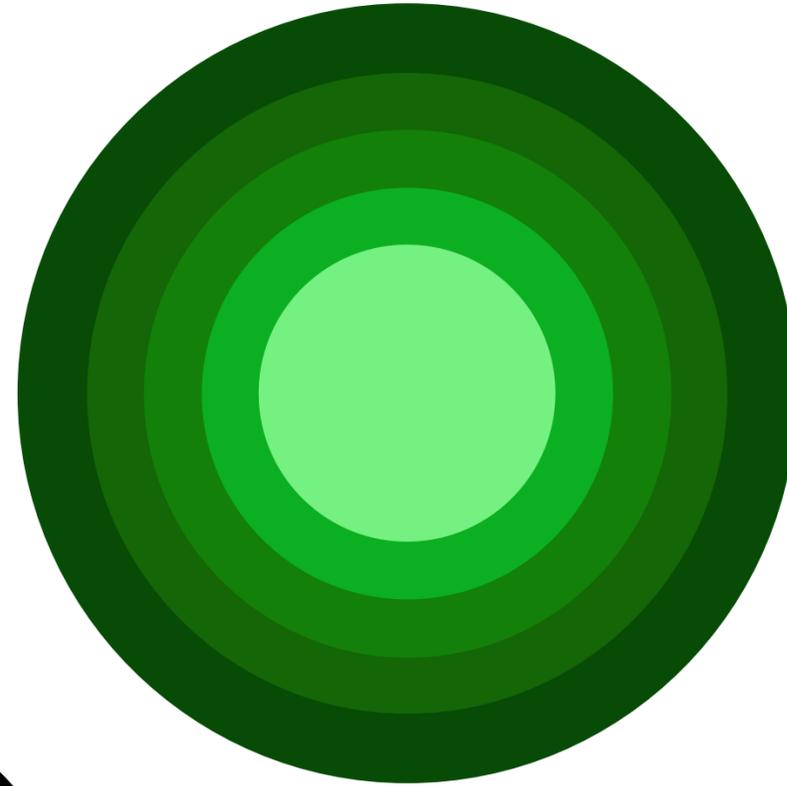
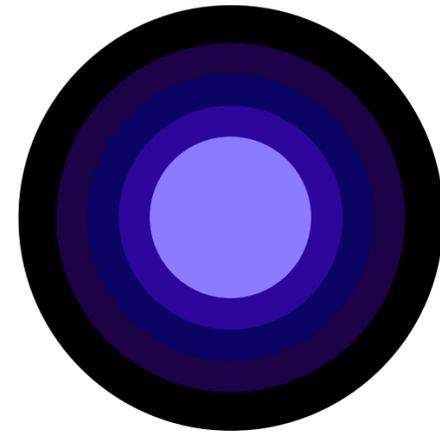
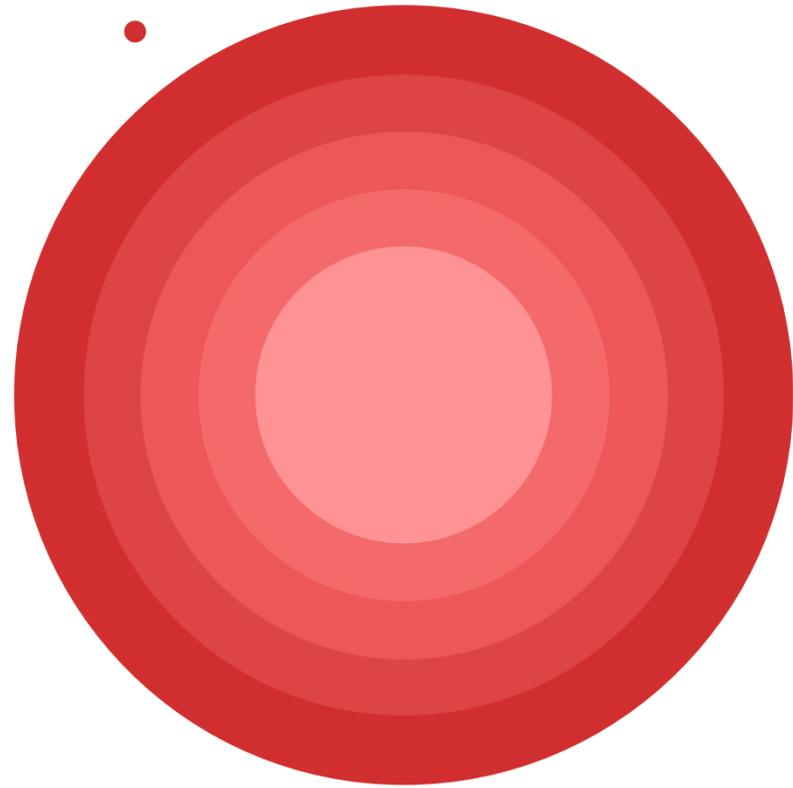
BOHEMIAN THEME



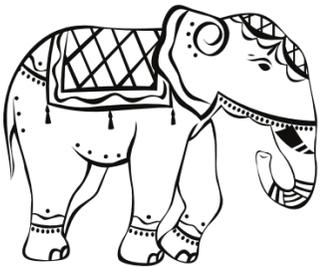
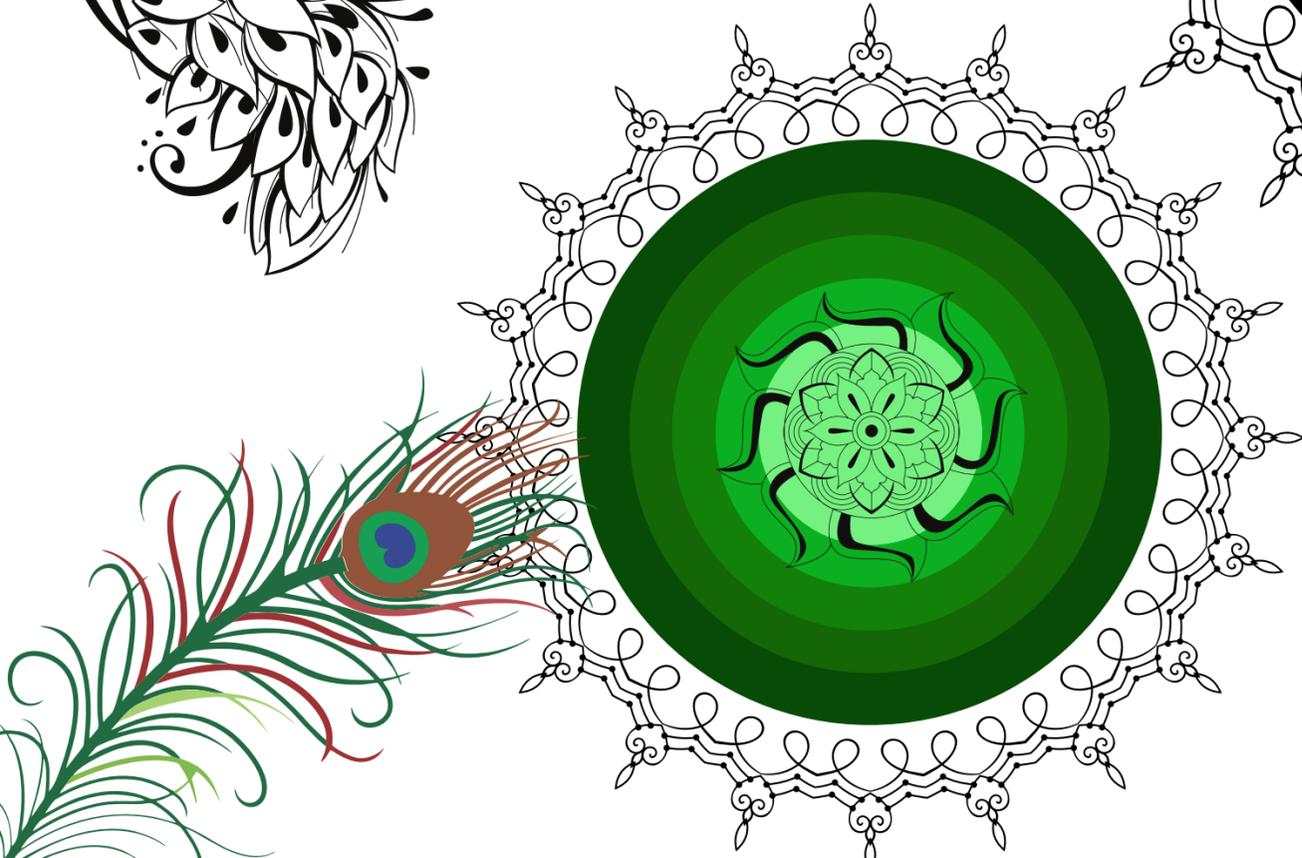
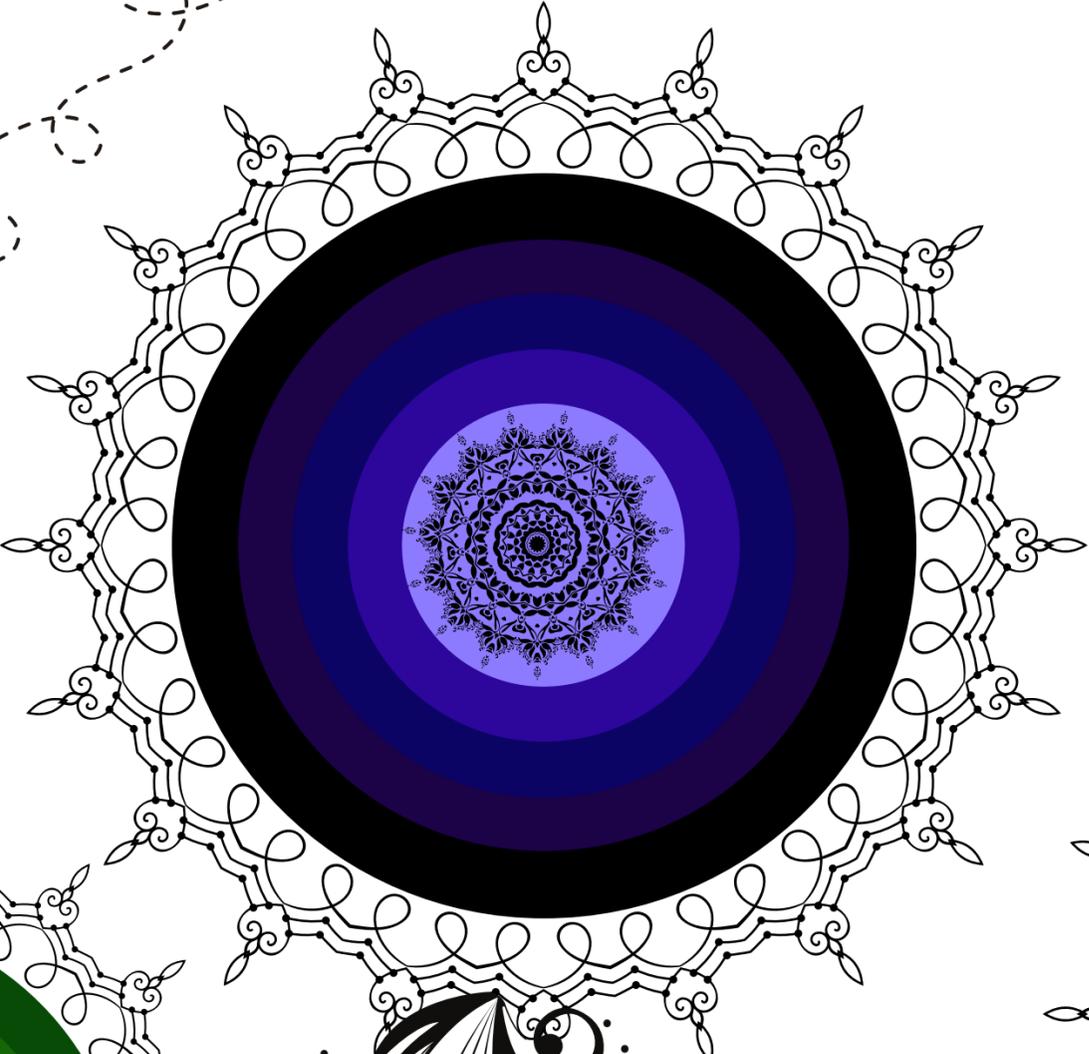
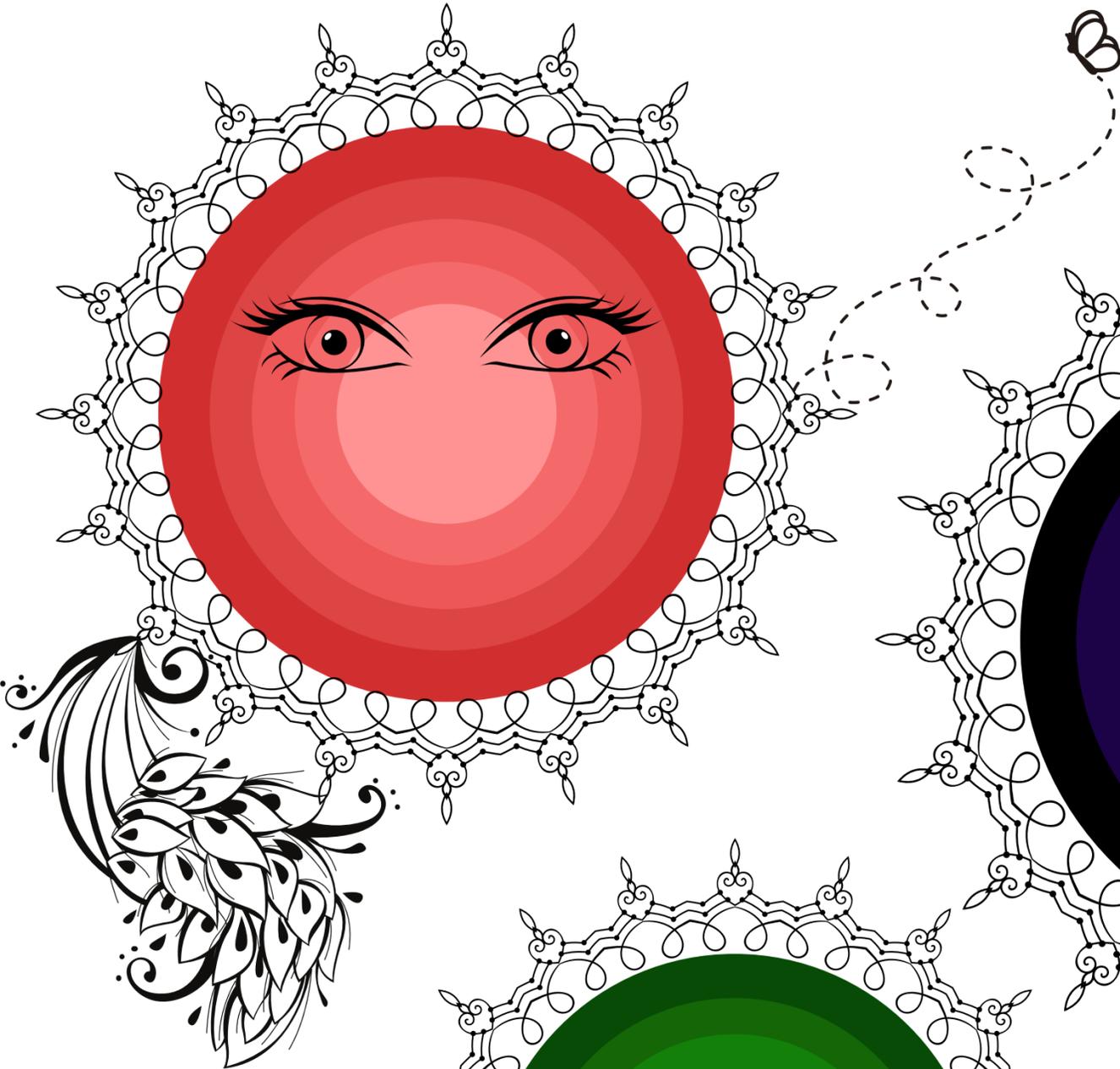
INSPIRATION BOARD



COLOUR PENTALON



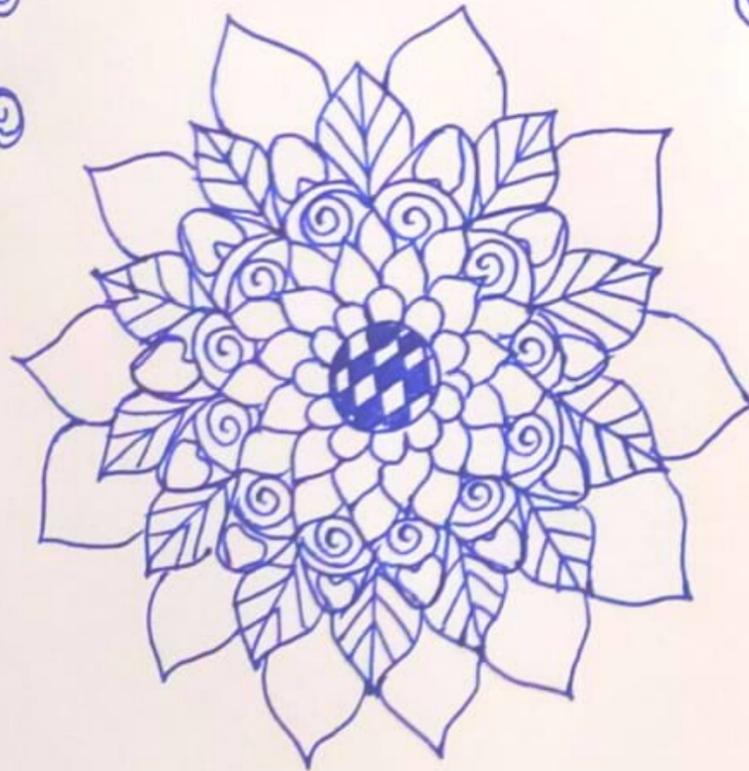
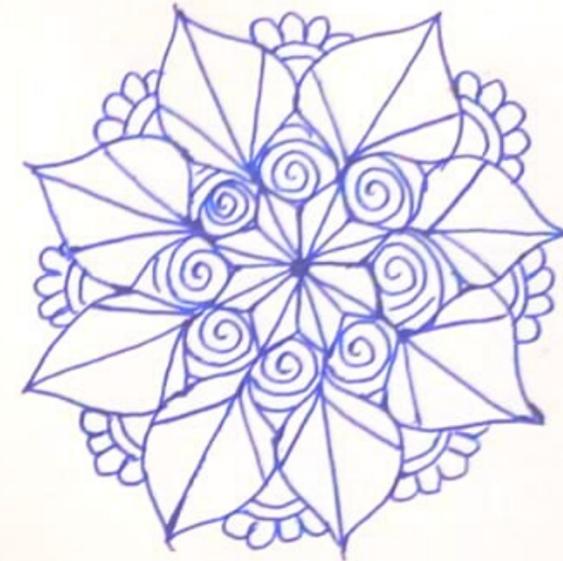
MOOD BOARD

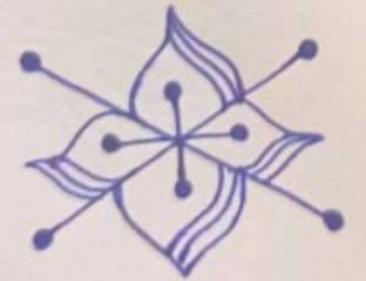
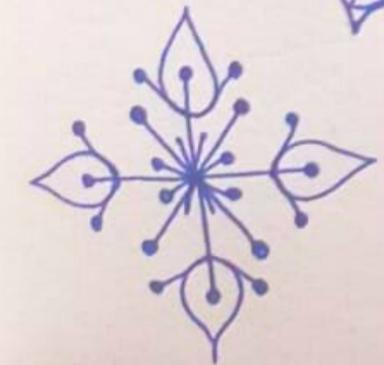
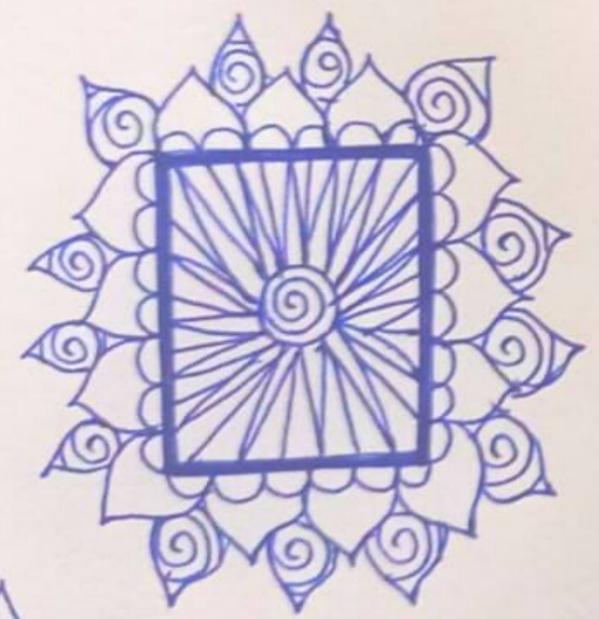
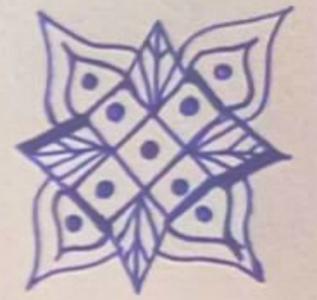
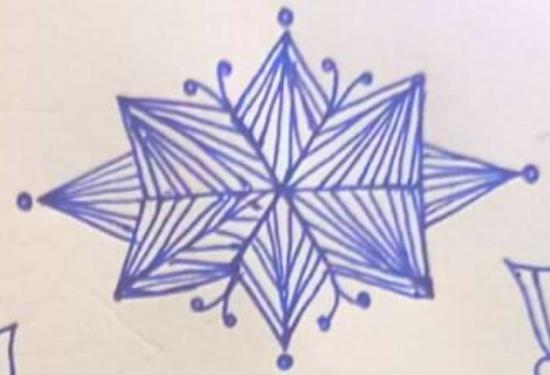


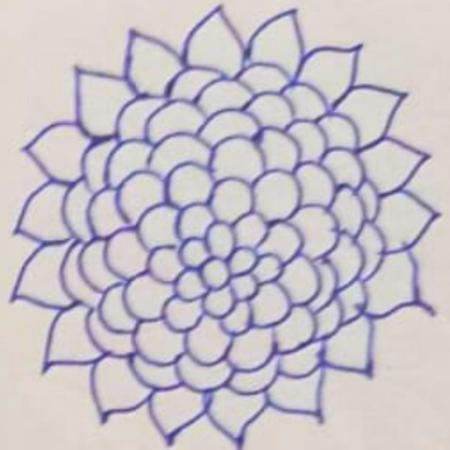
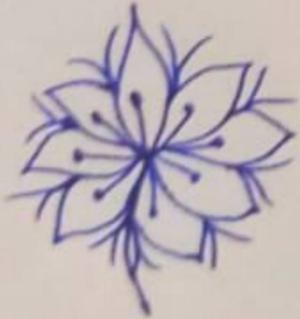
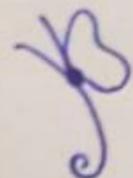
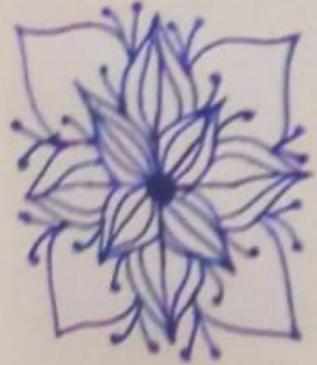
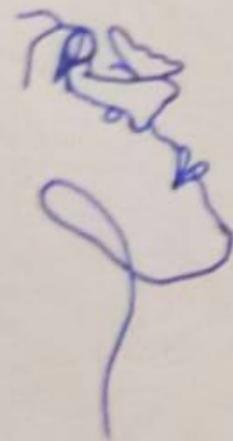
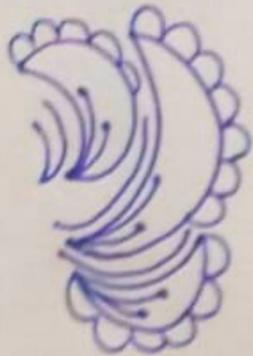


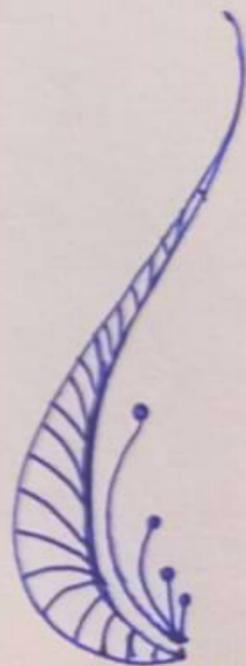
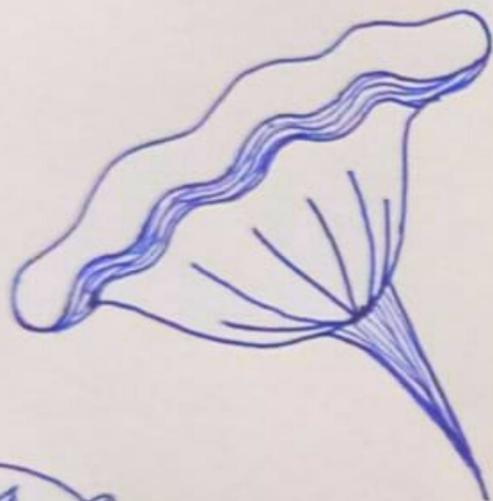
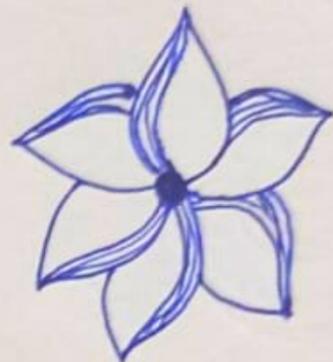
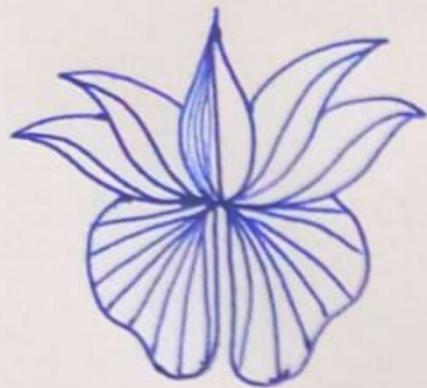
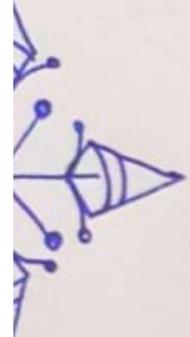
MOTIFS

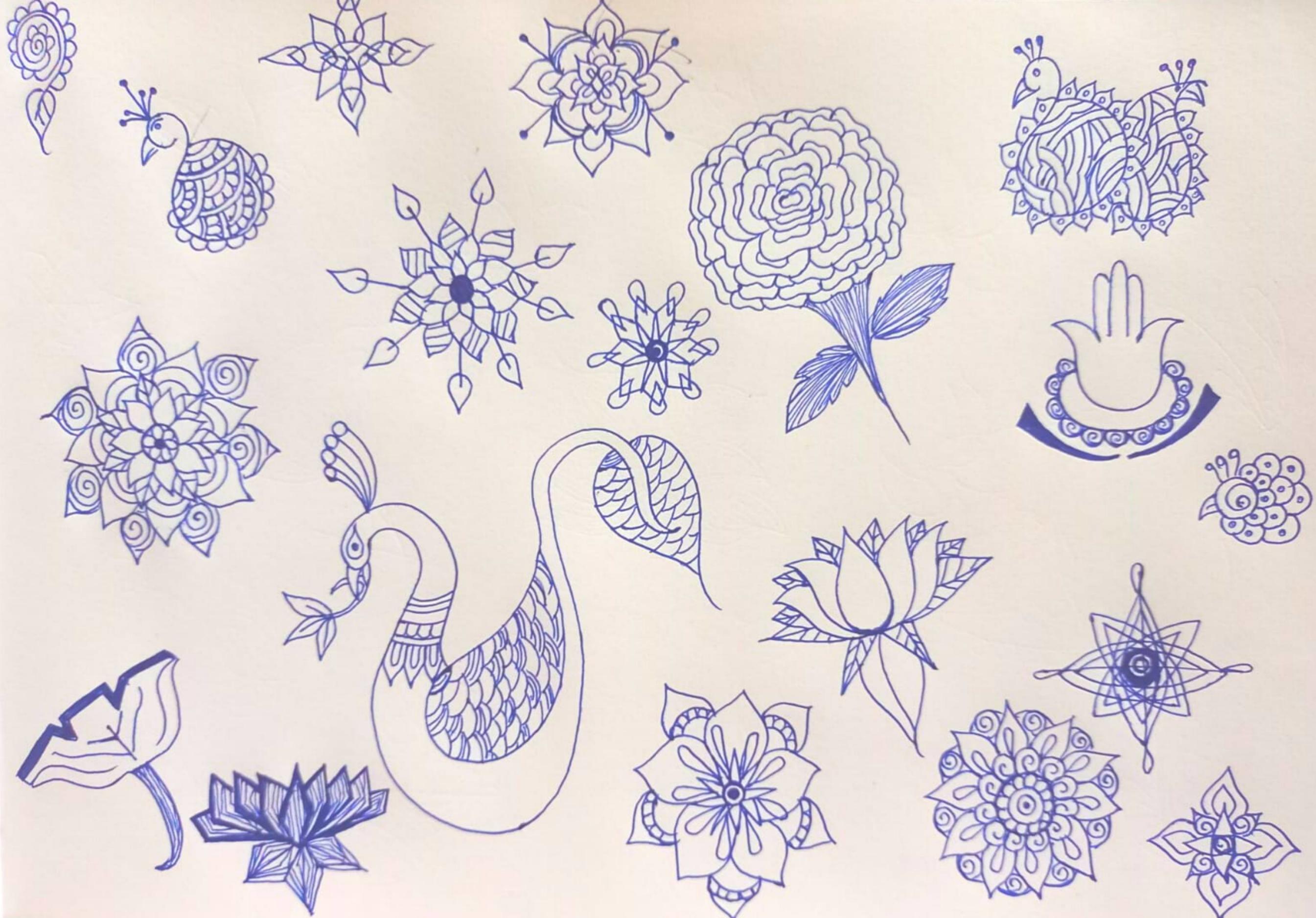
INSPIRED FROM PICHWA PAINTINGS



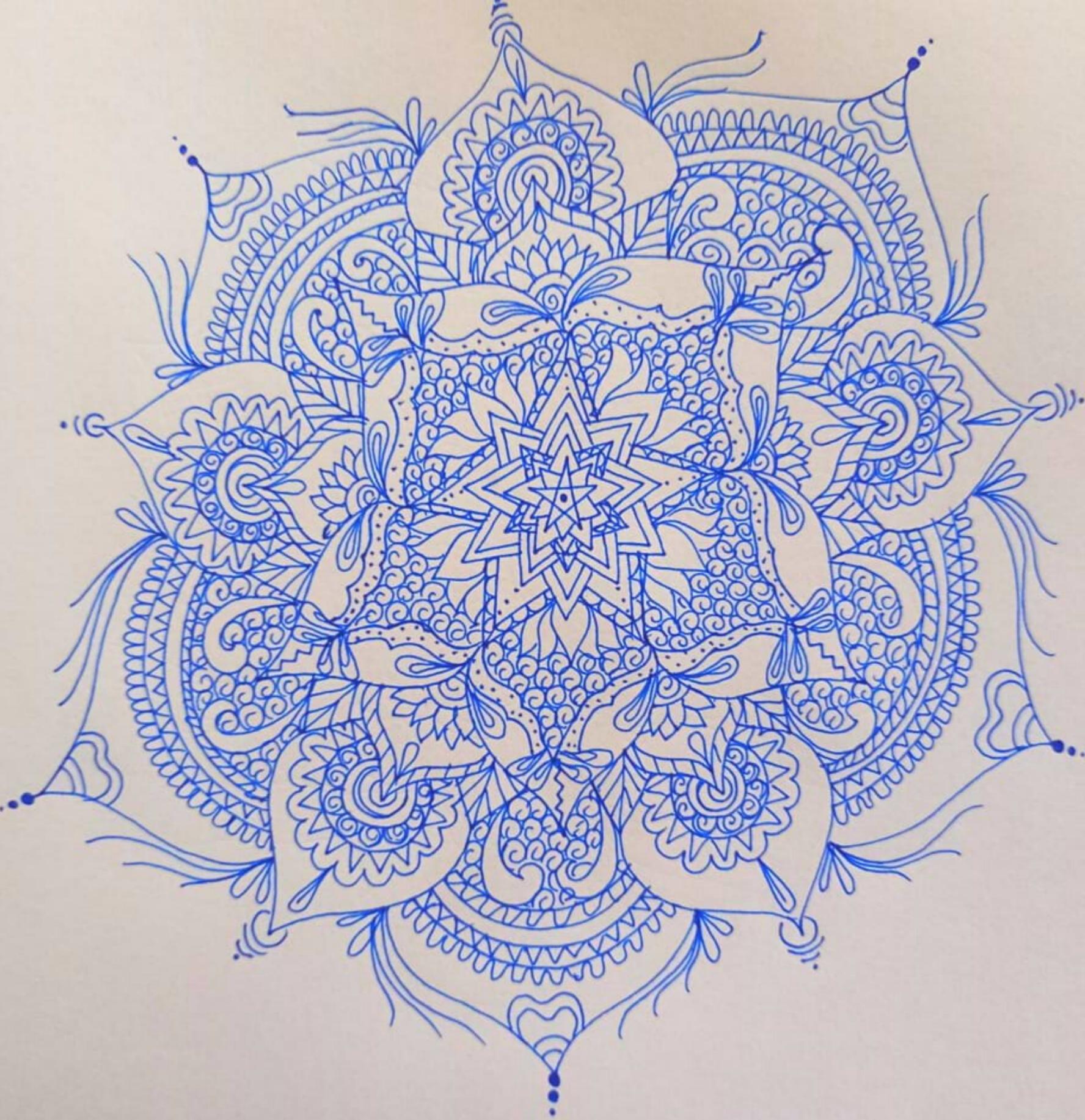
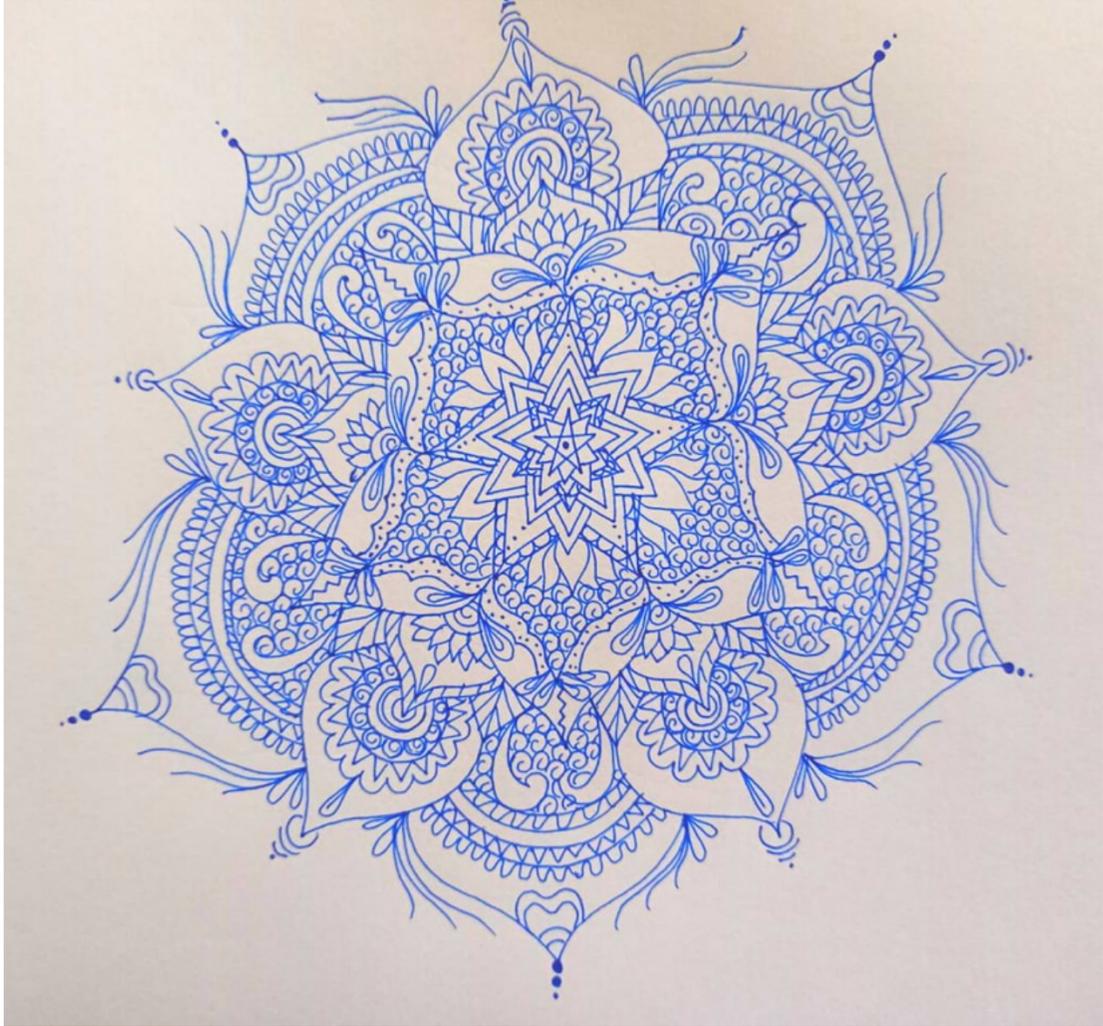


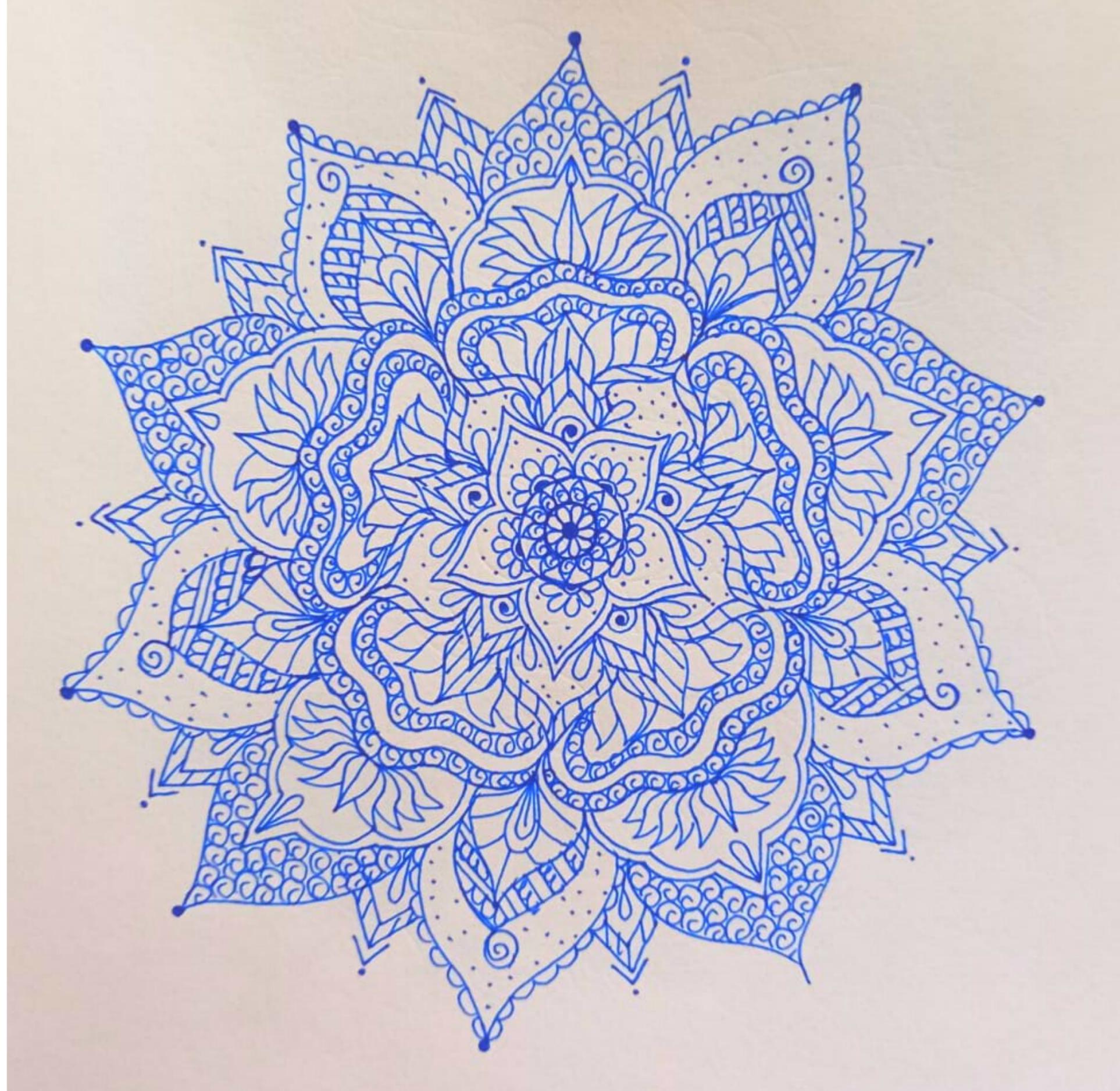
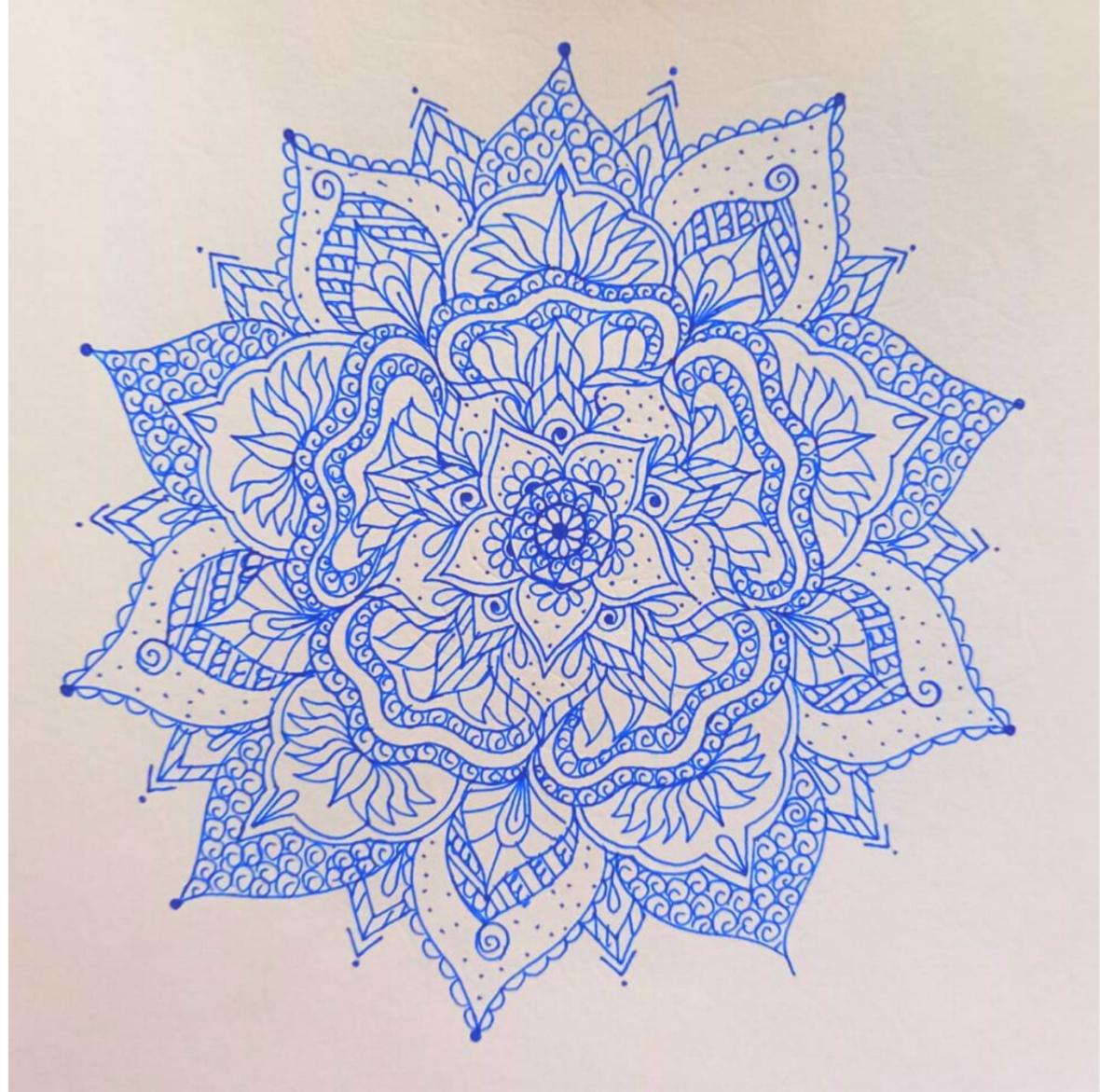


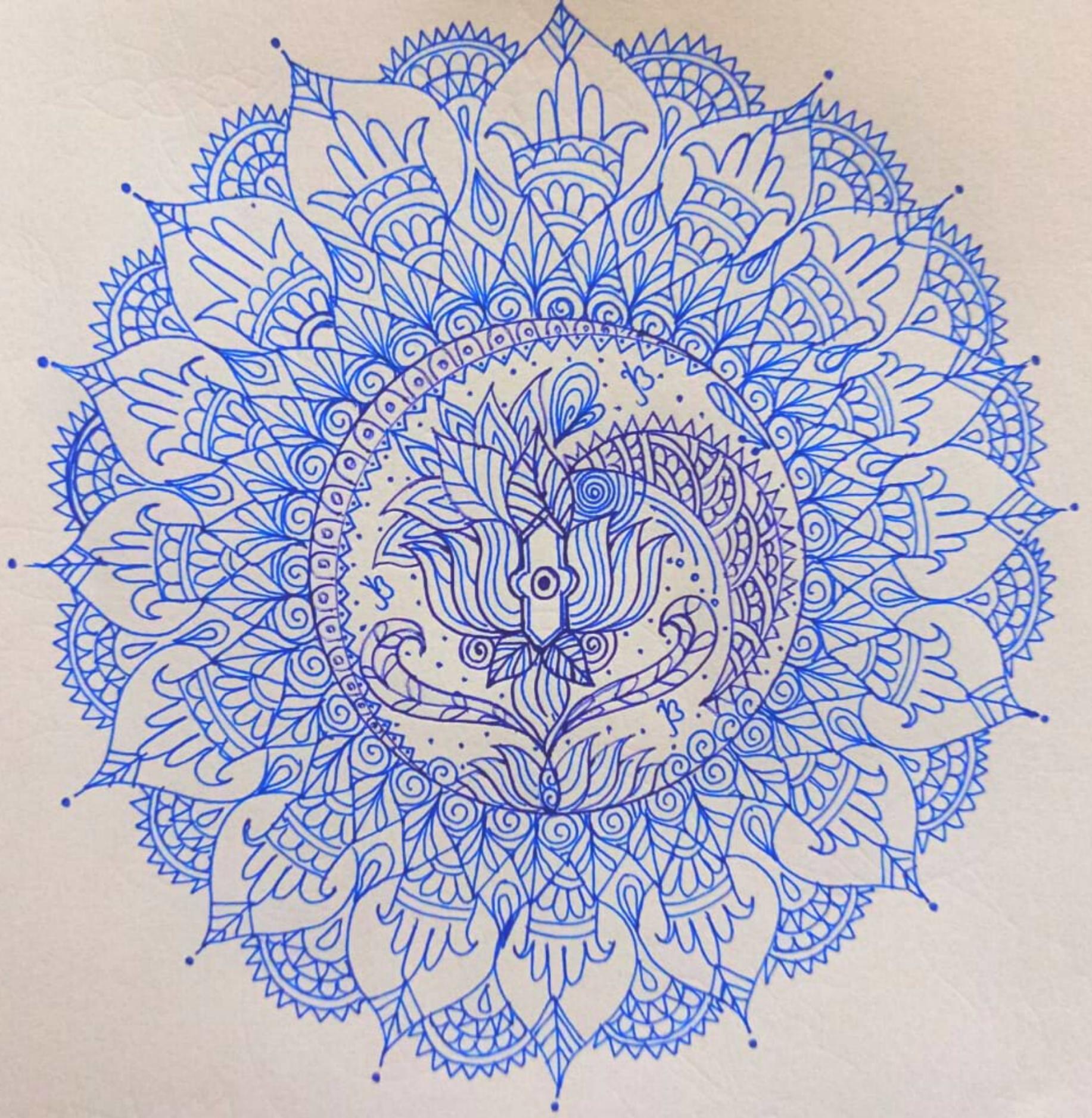
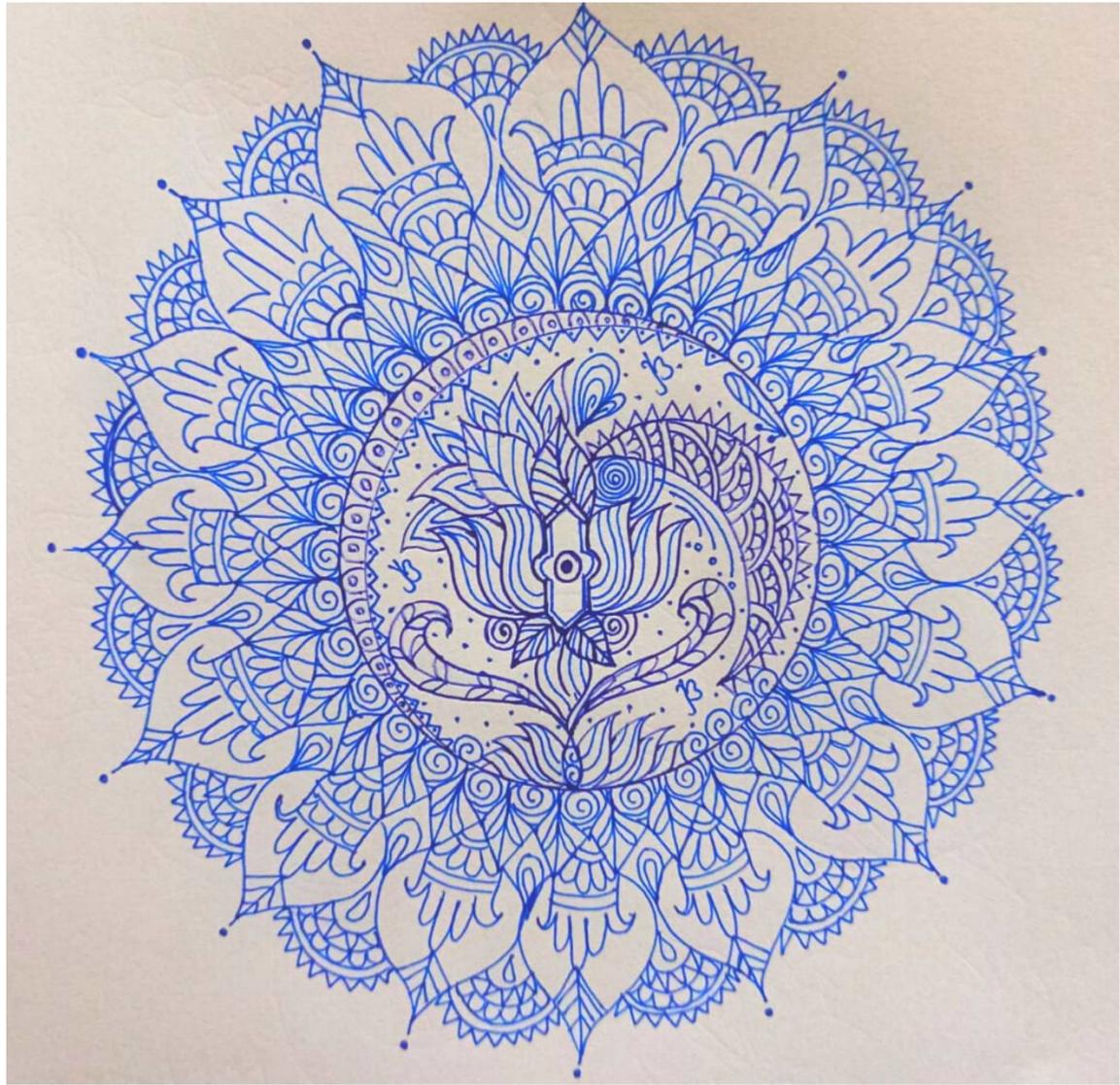




IDEATIONS







PROTOTYPE

RANGE OF WALL PLATES









MOCKUPS

EXPLORATION







Thank You