

Café Wild Child now open

A cosy nook in the midst of Delhi. A coffee house, a gallery, a musical escapade. Café Wild Child creates a concept and an expression surrounded by the cultish presence of rock embodied within a new form.

New Delhi, Delhi, IND, 2007-05-29 13:12:34 (IndiaPRwire.com)

An era that split the world into a million fragments, an era that saw life and death as political warfare, an era where submission and rebelliousness were the two ways of the world. In the midst of this violent epoch, concepts of freedom; of being, of expression and of life became part of the rebels' vocabulary. Jim Morrison, poet, philosopher and musician embodied this spirit through his life and his works. **Café Wild Child**, an unconventional perspective, merges the eclectic coffee culture with the notorious hub of rock. A coffee shop that captures the nuances of rock and roll through the eyes of an artist. Creating an alternative identity and ambiance than the typical associated with Rock as a genre of music and the coffee shops of today.

Café Wild Child (Kasbah, N-Block, New Delhi) continues to celebrate the incredible musicality and the spectacular artistry that **Café Morrison (South Ex, New Delhi)** had begun. *Wild Child*, one of Morrison's most introspective numbers, where he described what he saw of himself in his age. *Wild Child* captures the presence of the untamed mind unleashed within a world of thought and sound. **Café Wild Child** uses the concept of the coffee club culture when it began as a space to exchange thought and interact with one's immediate society, a centre for artistes and for appreciators of art. It brews into its environment an ambience framed by the sound of the past encapsulated by the vision of the present. A series of digital art adorn the café, the blank whiteness of the walls are framed by a psychedelic fusion of colour captured within frames. Digital Artist and designer, Pushkar Thakur has redecorated the coffee-shop, and has through his series *An Incarcerated Frenzy* portrayed a vision of the hysteria inducing sound of rock. An artists' perspective, encapsulating rock and roll, the residue of a past age imprinted through time within our consciousness, interlaced within a gamut of recent thought creating a new perspective and a new vision to sound. The mirror capturing fragments of Morrison's poetry runs parallel to his framed presence. **Café Wild Child** strums a mantra of music within the rock genre alone.

Café Wild Child is an alternative to the conventional. A menu that fuses American, Italian, and the traditional coffee shop items, a reflection of the cosmopolitan palate. An eclectic mix of salads, pastas, pizzas and of course an unending supply of freshly brewed coffee. It opens its doors to the new age, a space to share, converse and explore the past mind of a slightly eccentric musician.

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Café contact details:

Café Wild Child

Kasbah

N-2, Greater Kailash-I

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The Grafiosi - Graphic Design Studio, New Delhi, India

Profile

Created by Pushkar Thakur, Graphic Designer / Digital Artist, The Grafiosi was brought to life in 2005. Conceived since the year 2000 it has grown from freelance assignments to an international award winning studio of design creating more than just visual solutions.

Inspired by the world of honour, power, control, passion and compassion of the Sicilian families that tunnelled the underworld The Grafiosi is more than just an idea, it is an ideology.

With its focus on Design as an Art, each project is moulded individually creating its form and identity, prioritising the aesthetic brilliance and material need of every masterpiece. A concentration on perfection, the clients, the market, the attitude, the artist and the art, The Grafiosi aims at redefining the Canon.

Graphic designing is seen here as a filigree of meticulous detail, study and beautification. The intermeshing of various mediums, the elegance and effervescence of colour, theme and form; the play of mind and hand is understood in all aspects of the fantasia of creativity.

Experientially indulgent in its variety of national and international clientele The Grafiosi believes in moving beyond boundaries while setting a standard for itself and its clients.

Specialised services are available for brand identity, packaging, print, web design & development, retail design, social and environmental design. Excavating through these various facets The Grafiosi is in constant creation.

Recognition

Awards & Achievements:

Pushkar Thakur was voted winner for an online Digital Art Competition 'Fantasy'. (April 2007).

The Grafiosi has been awarded an Honourable Mention in the 36th International design awards by the **Creativity Annual Awards** and will be featured in a **Harper Collins** publication, *Creativity36*. (2006-2007).

Award of Design Excellence, Honourable Mention in the category of Self Promotion design in the **American Design Awards' Summer Semi Annual Design Contest**. (October 2006).

Dr. Terry Babcock-Lumish, **Harvard, Cambridge, Massachusetts** awarded **The Grafiosi** with an Honourable Mention in their Design Competition. (November 2006).

Exhibitions & Events (Digital Artwork by Pushkar Thakur):

'An Incarcerated Frenzy', a series of seventeen pieces is on exhibit at Café Wild Child, a coffee shop themed around rock-art. (New Delhi, 2007- till date)

The digital art series 'Familiar Faces' was displayed at the Shalom Hotel. (Goa, February-March 2006).

A set of four digital artworks was exhibited as part of a group show at *Platform's* Annual Art Exhibition at The Claridges Hotel, New Delhi. (New Delhi, January 2007)

Selected artworks were part of a group exhibition at The *Platform* Flea Market. (New Delhi, 2006)

Exhibited at **Metropective** a group show organised by Red Earth. (New Delhi, 2006)

Exhibited a series examining gender roles in contemporary society at **The Metfest**, also organised by Red Earth. (Mumbai, 2005)

Media Coverage:

The Grafiosi studio was featured in India Today Home. (April 2007)

Pushkar Thakur was selected as *Platform* magazine's profiled digital artist of the year 2006 - 2007, published in their second anniversary issue. (February 2007)

The Grafiosi was the first to be featured as part of the newly introduced segment of **Young Turks on CNBC TV-18**. (October 2006)

'Familiar Faces' a series of digital art was selected by *Palette Art Gallery* (New Delhi), to be featured as part of the Art segment of *Platform* magazine. (July 2006)

Pushkar Thakur's artwork was featured in the opening segment of *Platform* magazine. (April 2006)

Services

Identity Design:

Moulding an entity visually, intellectually and commercially by formulating its Identity. Creating Brand identities inclusive of logos, trademarks, branding, naming, signage & communications collateral. A blend of symbology, typography, sentiment and personality, variety is celebrated in its difference and individualism with a distinct image for each client.

Design for Print:

Capturing eyes and moving into the realm of the mind the visual impact of print is by far undefeated we strive to produce stagnant images of longevity to enrich, advertise and engage the client and consumer. From magazines, books, catalogues, brochures journals and postcards we traverse the vast expanse of print as a medium.

Interactive/Multimedia Design:

An open communication system where all the faculties of sense are capable of response. With a formulation of content and design to suit the attitude, need and ease of the consumer we construct powerful interactive media. Web sites, Presentations and miscellaneous Audio Visuals comprise our work in the department of Visual Science.

Package Design:

The vapour enwrapping the kernel, the final touch to the product is meticulously created here. Seen as an art to preserve, heighten and embellish the product in order to create a relationship of utility, brilliance and beauty.

Social/Pro Bono Design:

Art and the Humanities have a similar agenda. Understanding the need to believe and create belief we work with organizations working for social upliftment, non-governmental organizations, social groups and entrepreneurs. Visual solutions in league with a cause.

Environmental/Signage Design:

Carrying a Brand into an environment and integrating it into the system directly reaching out and creating a communique;. Setting the attitude and ambiance further crafting the brand identity into an individual personality through visual display systems and environments.

For media enquiries please contact:

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For more information, Please contact:

Pushkar Thakur

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You can also visit www.thegrafiosi.com for more information.