



**Pratap Chalke**  
Illustrator



01

## ILLUSTRATIVE EXPRESSIONS

● An illustrator with a unique vision, **Pratap Chalke** feels at home in advertising, because he feels that advertising not only gives one room for experimentation but also improvement. He finds beauty in the most improbable places and finds inspiration around him and then splashes these inspirations on to live sketches. Coming from a small town to the city of dreams, Mumbai, has helped him express his creativity; he says his artistic rendition of the city would be that of an owl, sleeping with eyes wide open and wings spread out, welcoming dreamers like him. The city and the mad ad world are where he and his creativity belong. Here are a few of his works.

### 01 **ALCOHOLIC DESIGN.**

The use of geometrical shapes is interestingly used in this artwork depicting the transition from basics to art with a flow of motifs.

### 02 **Chiller Killer.**

An Illustration that brings out the beauty of strong creative force in the art form. The destructive splash represents the contradiction of enjoying a drink to bringing forward the fact that it's a vice.



02



03

### 03 **Lost in disguise.**

An artwork that shows the perspective of a smoker, that is quite different from the world. The blue frame stands for his state of mind, melancholy of feeling blue, and the box represents the box of his ideas ←