

01 SUPER DRY. Design for a clothing brand launch in India. The design shows visuals depicting clothing and people.



02 MTV BLOCK PARTY. In association with TATA Nano. Expresses MTV's youthful, musical and 'STAY RAW' attitude.

03 THE HIVE. Graphics for ladies' wash room at a media agency. The artwork uses related visual elements from media.



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04 06 MYNTRA.COM. Wall design at the fashion brand's Bangalore office. Expresses the influence of fashion on our personal image.

The focus was 'transforming fashion'.

05 SUPERDRY CAR. The clothing brand planned to use a car as their

window display at showrooms.

07 MYNTRA.COM. Wall design at the fashion brand's office in Bangalore.



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'Wallcano' India is a brand of unique wall art illustration, started in 2011. It is led by Sayyed Arshad, a Visual Communication graduate from Sir J. J. Institute of Applied Art.



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SPACE ART

Design changes its appeal and character with the canvas. This thought provoked a bunch of young illustrators and designers to venture out into something out-of-the-box and non-commercial. They formed Wallcano and distinctively started painting walls. In a conversation, they talk about what moves them and makes their brushes flow on the walls.

Artists at heart. Designers at work.
Design has been chosen by the bunch not because it is a professional option, but because of a genuine urge to create artistic value. The strive has been to create innovative and attractive designs which transforms the space by not just communicating, but conversing as well.

Walls can create magic.
Any blank space can be a canvas. But the larger-than-life appeal of a wall makes creativity more challenging and gives an opportunity to create magic. Imagination of a non-existing world that comes alive on these walls is what wall art is all about.

Customisation is the key.
It is not just about putting graphics together on the walls. The process starts with research and understanding the client's requirement. The life-sized graphics have an objective to improve the brand image. Generally, they are kept youthful and quirky to enhance the mood at the workspaces.

Variety is the flavour.
The team members come from different backgrounds. Their likes, influences, style and experiences as artists are the elements which contribute to the varied designs. Their sensibilities and creative work tell stories which bring the walls to life ←