



Design Research & Seminar

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History and analysis of vehicle graphics in India

Guided by,
Prof. Ravi Poovaiah

Submitted by,
Onkar Khot
176390001
Mobility & Vehicle Design

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I declare that this written submission represents the information and analysis in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated any content in my submission.

I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Signature: 

Name: Onkar Khot

Roll No: 176390001

Date: 06/05/2019

Approval sheet

The Design Research & Seminar report entitled 'History and analysis of vehicle graphics in India' by Onkar Khot is approved in partial fulfilment of the requirement for Master of Design degree in Mobility and Vehicle Design.

Signature of Guide: Prof. Ravi Poovaiah



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Abstract

Art and design diversity and heritage in our country is a blend of various cultures in different parts of India. Every state here has different way of communication in various mediums like language, literature, art, design, architecture etc. One of the way of communication is vehicle graphics. It has been so influential that vehicles like trucks and buses without graphics are rare. Also, people like Cartist are showcasing the Indian art culture through cars and also supporting the artists across the country to showcase their talent. Truck art is the best example of creative graphic work. It replicates the background and identity of the person in a unique way. The body is not made by the OEM, it is hand crafted to fulfil the needs and aspirations of the driver or the owner. The people who make it possible are not art or design graduates, they are people with own styles developed by great amount skill-sets.

This report includes documentation and analysis of various types of vehicle graphics on various segments of vehicles. Different events in the country, artist contributed in vehicle graphics are studied for graphic style, typography, messages, colours, location, artist etc. which can be further developed and adopted to more meaningful uses. The possibilities that this project provides are so wide that it is not possible to achieve them in a short time span. Since the graphics on vehicles differ from region to region within a state and also from state to state. So in a broader sense if all these are to be documented and analysed will prove to be a useful exercise.

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1 Introduction

Art and design diversity and heritage in our country is a blend of various cultures in different parts of India. Every state here has different way of communication in various mediums like language, literature, art, design, architecture etc. One of the way of communication is vehicle graphics. It has been so influential that vehicles like trucks and buses without graphics are rare. Also, people like Cartist are showcasing the Indian art culture through cars and also supporting the artists across the country to showcase their talent. Truck art is the best example of creative graphic work. It replicates the background and identity of the person in a unique way. The body is not made by the OEM, it is hand crafted to fulfil the needs and aspirations of the driver or the owner. The people who make it possible are not art or design graduates, they are people with own styles developed by great amount skill-sets.

This report includes documentation and analysis of various types of vehicle graphics on various segments of vehicles. Analysis of different types of trucks like food truck, stationary truck is done. Also, HoHo bus, filmcity bus are studied for graphical analysis. Different events in the country, artist contributed in vehicle graphics are studied for graphic style, typography, messages, colours, location, artist etc. which can be further developed and adopted to more meaningful uses. The possibilities that this project provides are so wide that it is not possible to achieve them in a short time span. Since the graphics on vehicles differ from region to region within a state and also from state to state. So in a broader sense if all these are to be documented and analysed will prove to be a useful exercise.

2 Trucks

Truck drivers are the ones who keep delivering goods to rural parts of the country which can't be reached by rail medium. In India, truck, for the driver, means a queen, full of colours, slogans, intricately painted symbols, quirky slogans, human and animal figures and interesting graffiti.[2] Truckers spend 8 to 10 months of the year on the road, so they expect sweet and trustworthy ride in their trucks. [1]

Truck in India is not just a vehicle, it is a moving work of art reflecting the culture and background of its driver. According to Shantanu Suman, graphic designer and filmmaker behind 2013 documentary 'Horn Please', better looking trucks are the key to attract more customers. Suman's complaint is that the truck painting is now undergoing a transformation.[1] The things once were hand painted are now being replaced by stickers. Technology evolution in printer, sticker, material availability are the key responsible factors for the transformation in the truck art. Truck art has been a subject of research for various art enthusiasts and students around the world.[2]

2.1 Indian trucks - a colourful canvas

Trucker's job is a job in which driver has to stay away from family for months. So, they transform their vehicles into mobile homes with beds and photos of gods and loved ones. The trucks are decorated with bangles and ornaments. The prime purpose to decorate is to remind their loved ones from home. Bangles remind them of their wives.[1]

The symbolism on the exterior painted with vibrant colours, with images of gods, goddesses, Bollywood stars, and political logos that say much about the person behind the wheels. Depending on the region they're from, we can see Hindi, Muslim, Sikh, and Christian iconography, said photographer Dan Eckstein, who travelled over 10,000kms of the country for his book.[3] There is a lot of decoration that has to do with luck and warnings on the road. The little demon face or a shoe or a lemon-chilli tied to the bottom which is meant to keep away the evil eye.[1]



Image 2.1 Truck Art

2.2 Theories behind ‘Horn OK Please’

Every single truck you see, you likely see the words “Horn OK Please” written on the back; a long-standing tradition on Indian roads. It has been said that, it’s a signal for other drivers to blow horns while overtaking the truck. But the words have lots of meanings according to the truck drivers of different regions across the country.

1. In the early days, most of the trucks in India were manufactured by the TATA Motors. At that time, Tata Oil Mills Ltd. Co launched a detergent called “OK”. And in order to market their detergent they started painting OK on the back of their trucks. It had a symbol with lotus flower. Thus it became “Horn OK Please”. [5]

2. In the World War II, trucks were run on kerosene when there was a shortage of diesel. Kerosene, being highly volatile in nature, would cause the trucks to explode even with minor accident. Hence a warning would be painted on the back saying “Horn Please, On Kerosene”. [4]

3. Please horn before you overtake. In earlier days ‘OK’ had a bulb fixed over it. Whenever any vehicle behind the truck wants to overtake, it would blow horn and if it is safe to overtake, the truck driver would light the bulb over the letters OK. [4]

4. Another theory suggests that ‘OK’ is painted in big bold letters. If the driver behind can read the word, it means that he/she is at a safe braking distance, else not. [5]

5. It has been said that, the term was ‘OTK’ for overtake and not OK. But, the letter ‘T’ being of the same shape as the truck’s panel would confuse the driver behind the truck for OK. Later, the term became OK. [4]

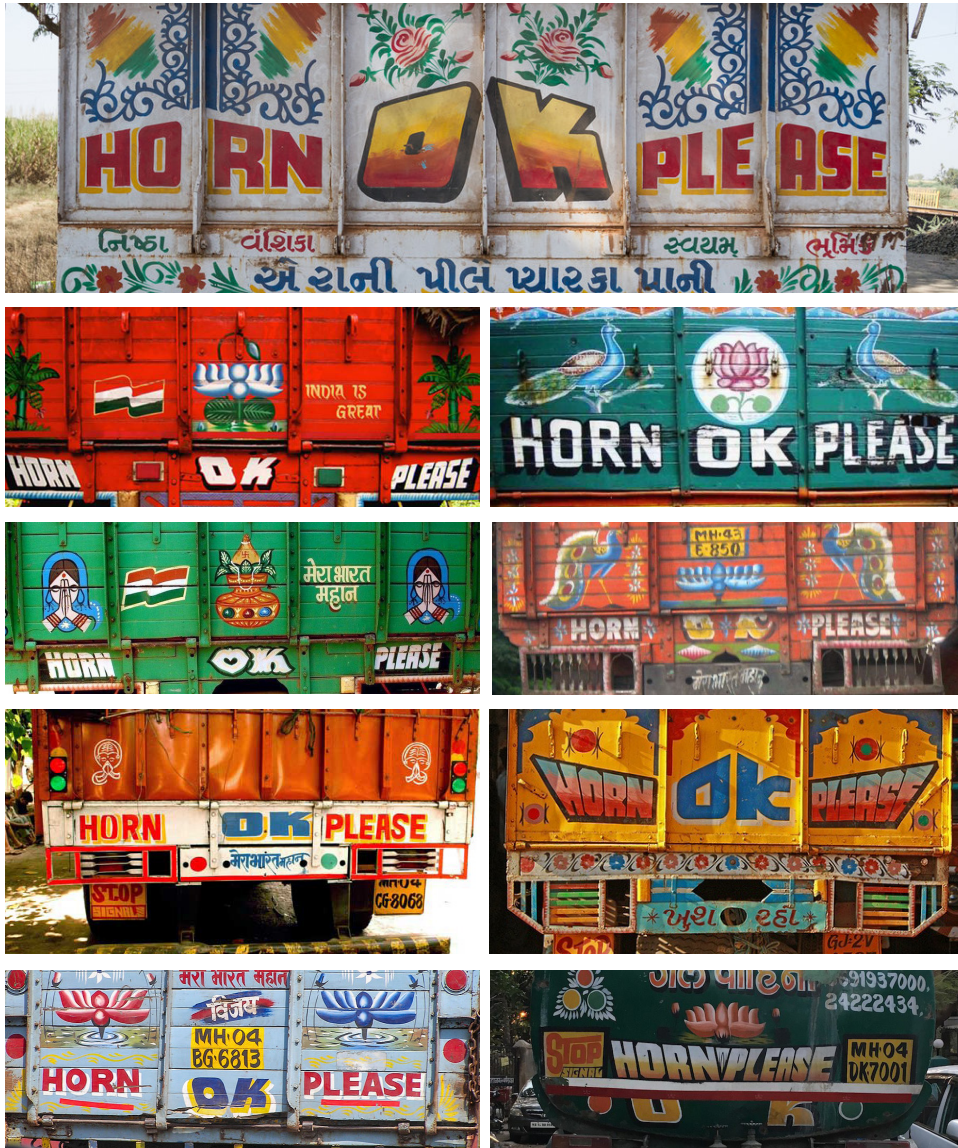


Image 2.2 Horn Ok please written on the rear side of trucks

2.3 Indian trucks graphic analysis

Typography:

The typography on trucks is both in English and Devanagari, but mostly in English as there are warnings and social messages which should be understood by people of all regions in the country. The names of gods and slogans related to particular god are written on front and rear which are mostly in Devanagari. Colour of the font can also tell the religion of the owner. E.g. Islamic owner writes with extensive use of green colour font.

Horn Ok Please is there on every single truck with big bold font. The font is either written with 3D effect or with drop shadow to stand out from other graphic elements. OK is bigger than horn please so as to achieve the functional requirement. Different effects like distortion, perspective, skew are applied to make it more appealing.

Graphics:

Graphics on truck varies region to region. E.g. Graphics on trucks in Rajasthan and Punjab is more intricate and highly detailed. Maximum space is utilised in graphics. The artistically decorated trucks are mostly seen in North India. Southern India does not seem to have this tendency to use the truck body as a canvas.

Graphics on the trucks represents the fact that more and more trucks nowadays are of similar kind, and it seems commercialisation has taken over art. Radium stickers and vinyl wraps are more popular over traditional painting due to ease of modification, finishing level and time consumed to make the graphics. In one of the images, the Tata branding on the front is painted with tricolour which shows the Indian-ness of the truck as well as patriotism of the owner. Art on trucks depict diversity of Indian culture. Bright solid colours are used with high contrast to make it noticeable. National Permit is also written in different creative ways.



Image 2.2 Horn Ok please written on the rear side of trucks

2.4 Tilak Raj Dhir- The truck artist



Image 2.3 Tilak Raj Dhir

Tilak Raj Dhir, a 72 year old artist, is one of the oldest and most celebrated truck artists in Transport Nagar in Delhi. He has been doing truck art since 1966.

According to Dhir, slogans on trucks reflect the changing socio-political scenario and the art reflects the religious and emotional viewpoint of the driver. In the 1960s, he painted slogans such as 'jai jawan jai kisan' and in the 1970s he painted 'ham do hamare do' which was popular during the Emergency. In 1980s, Appu – the mascot of the Asian games was the most popular graphic element on trucks.[2]

But the artists in this profession don't want their kids to do this job because there is lots of struggle in this profession. They want their kids to go to college and work in an office. His assistant, Veeru said, "Some of the motifs drivers want us to paint also reflect their longing for home. They often ask me to paint a demure woman with messages such as 'Ghar kab aoge'". Drivers are more demanding nowadays, Dhir says. They have many things in their mind which they want to be painted on their truck. Exponential growth in use of smartphone and social media leads to this demand. Most drivers nowadays don't want the classic 'horn please' anymore because it gets them trouble from the police in some states because it encourages honking. But 'keep distance' is still a popular amongst truckers, says Dhir. [2]

Painting birds and animals is Dhir's speciality. The charges range between Rs.150 for a cow and lion and Rs.50 for an eagle, which is one of the most popular figures.

3 Mobile Trucks

Mobile Truck Business is now becoming very popular especially in Metro Cities in India. Food truck is widely spread business with mobile truck. A new concept of Stationary Truck has been launched in Noida by an entrepreneur.

The trucks are designed and developed as per requirement with various sizes and set up. One has to choose a vehicle for the business and have to decide the equipments required. Accordingly the vehicle blueprint is made. It takes upto 1 month to customise the vehicle.[7] They are customised as per the vendors requirement. Advantages of this business includes less investment, easy to shift , no rent or deposit. Food trucks can take party orders and attend food festivals.

The graphics on the mobile trucks are really attractive and trendy. Street style graffiti, Pop art are commonly used art forms on the trucks.

3.1 Food Truck



Image 3.1.1 The food truck painted by the artist Shashank Gorakh



Image 3.1.2 The food truck painted by the artist Shashank Gorakh

Selling food street-side started in late 17th century when living conditions were cramped in America and many people did not have the resources to cook their own food.[8]

Mostly food truck offers street food. They provide affordable, and food that is easy for preparation and making. Kitchen is integrated in the vehicle itself. They offer various type of cuisine like Italian, Mexican, Chinese etc. Food mashups are also popular for mobile menus like franky, sandwiches, burgers, footlongs etc. Wada-pav, dabeli, samosa, alu-tikki , south Indian and also beverages like cold coffee, juices are most common street food they offer.

In India, customised Tata Ace is widely used vehicle in this business. Also, Force Traveller, Maruti Omni are used. And separate trailer is also used to make it more convenient.

Interview of an artist named Shashank Gorakh, 25, who has done painting work for food trucks based in Bhopal, Madhya Pradesh has been taken to understand the thoughts behind the paintings on the mobile trucks.

“Smack is a street food truck ,which serves tandoori, Chinese food and fast food items. The name itself give you idea about the truck , as the meaning of smack is to hit, that’s why I used bold colours , like red , bright orange , neon greens etc. Idea behind was to make it stand out from other vehicles”, Said Shashank.

The pop art style painting of burger suggest the truck offers fast food. Big fonts with sauce around it shows the smack of good food to the customers which is attracting the foodies. Slogans related to hunger are really making people to try out the food.

3.1.1 More Food Trucks across the country



3.2 Stationary Truck



Image 3.2.1 The Stationary truck

Stationary truck is a completely new idea from the child-brain of Humrahi Jain, 36, who worked in several companies like India Today Group, Radio Mirchi, Times Group. In 2017, he decided to start his own startup with Stationary in Noida. He took up idea of mobile truck and designed a truck to sale stationery items. Since books, notebooks, gifts and other products need not be bought on daily basis, the truck has a planned itinerary.

He with his partner have created a route map based on which they park. It is available near schools once a week and in housing societies once every 10 to 15 days. In this way, they are grabbing the attention of variety of customers.

The graphics on it is a form of pop art and graffiti. Vibrant colours are used to grab the attention in the fleet of vehicles.[9]



Image 3.2.2 The Stationary truck



Image 3.2.3 The Stationary truck

4 Buses

4.1 HoHo Buses



Image 4.1.1 Delhi HoHo Bus



Image 4.1.2 Delhi HoHo Bus



Image 4.1.3 Goa HoHo Bus

HoHo is an acronym for Hop On Hop Off. It is a bus service in Delhi and Goa. The buses are used as tourist buses for city tourism. The Sightseeing bus takes you to 20+ tourist attractions of Delhi including World Heritage Monuments, Museums and Colourful Shopping markets. The tour offers Low Floor AC Buses with live commentary and entertaining guides in both English and Hindi. [10]

Hop On Hop Off Sightseeing Tour is a safe and relaxed way to experience the city and a fun day out for all. Riding the Hop-On Hop-Off bus is a convenient and interesting way of experiencing what the City has to offer.

The typography on the Goa bus is very playful. The typeface is rendered in the artistic way with more than one colour. The letters H in the logo of Hop On Hop Off are enjoying human silhouette with hands up. And the letters O are designed with arrows which depicts On and Off characteristic. The Delhi bus has only logo and rest is vinyl wraps of advertisements.

Graphics on the Goa bus is painted with beach, shacks, fishes with solid colours and no gradient. Base colour is red. Delhi bus has wraps of tourist places and advertisements with base colour blue.



Image 4.1.4 Goa HoHo Bus

4.2 Film-city Buses



Image 4.2.1 Mumbai film city tour bus

Film city bus service runs in the film cities in Mumbai and Hyderabad. The buses are used as tourist buses for city tourism. The bus takes tourist to many beautiful sets which are part of many Bollywood movies. The tour offers high Floor AC Buses with entertaining guides in both English and Hindi. Riding in the bus is an interesting way of experiencing the film city and fun to see the sets. You will be taken to a live shoot, where you can observe the nuances involved.

The typography on the Mumbai film city tour bus is also very playful. The typeface is rendered in 2 colours- blue and red. The words are website address of Mumbai filmcity Tours. Ramoji filmcity bus has the big logo of film city on the side in gold colour which makes the bus look royal.

Graphics on the Mumbai bus is wrapped with movie posters which are shot in the film city. The wraps are part of film reel graphics on the border. Ramoji filmcity bus has very minimal graphics on it, may be because, they want people to focus more on colourful filmcity and not the bus.



Image 4.2.2 Ramoji film city tour bus

5 Wraps

Vehicle wrap is completely or partially covering (wrapping) a vehicle with a colour or an advertisement. The aim of vehicle wrapping is a mobile display for promotions and advertising. Mobile advertising can be achieved by painting a vehicle but technology evolution made the process more versatile. Nowadays, Vinyl sheets are used to wrap the vehicles. In 1926, Waldo Semon invented the vinyl.[12] Introducing additives to PVC made it flexible and easier to process. The sheets can be removed with ease reducing the costs of changing the advertisements. Vehicles with large, flat surfaces are often used for advertisement.

5.1 WrapMeUp



Image 5.1.1 Wrapping a vehicle in the Workshop In Pune

Rohan Naniwadekar, a bike and car enthusiast and a graduate in printing engineering turned his passion for vehicle wraps into a profession. According to him, the trend of vehicle wrapping or personalising a car is growing nowadays. The feasible printing technology, wide-format printers to produce wraps is expanding fast. It is an economical option for painting. It is now possible to transform the colour of the vehicle without any costly and permanent spraying. With more than 1,000 colours, including carbon fibre and matt black. There is no need to paint the vehicle. The printing done by WrapMeUp is 100% eco-friendly.[13]

Shree Chintamani Enterprises who work for WrapMeUp has bagged a prestigious government order from security forces for branding of their vehicles which will perform in all kinds of terrains and temperatures.[13]



Image 5.1.2 Removing an old wrap on the car



Image 5.1.3 Stall of WrapMeUp in Mumbai International Motor Show 2013

5.1.1 Advertisement on the vehicles



Image 5.1.1.1
BJP used truck with Narendra Modi photo wrapped on it for election in 2014. This was done for temporary purpose and later removed.



Image 5.1.1.4
Trikke, a micro mobility device maker's promotional van.



Image 5.1.1.2
Ecofresh Pune did a wrapping for their cold storage truck. They can change the design anytime in less time and cost.



Image 5.1.1.5
Foodland truck graphics.



Image 5.1.1.3
Promotion vehicle for Trekking and marathon event in Pune.



Image 5.1.1.6
ColdEx did a wrapping for their cold storage truck. They can change the design anytime in less time and cost.

5.1.2 Cars Makeover



Image 5.1.2.1 Wrapameaup people wrapping a BMW.

A vehicle covering with vinyl wrap is an automotive aftermarket modification of completely or partially covering a vehicle's original paint or wrapping of a different colour, and sometimes the same colour with a differing finish like a gloss, matte or protective polish. Other terms used to refer to vehicle vinyl wrap are car wrap, paint wrap, colour change wrap, vehicle graphics, and paint protection film.

This cosmetic enhancement is popular amongst young generation. It is banned in many places because it can be used for illegal practices.



Image 5.1.2.2 VW Polo wrapped with glossy blue colour



Image 5.1.2.3 Lamborghini wrapped with matte red colour

6 Cartist



Image 6 Himanshu Jangid, founder with a restored 1936 Mercedes 290.

Cartist is India's first and only unique automobile art platform that aims to bring the world of automobiles and art together. They promote automobile art fused with Indian culture. Himanshu Jangid, founded the Cartist in 2015 in Jaipur. Automobile art, which is unexplored and underrated in India. Cartist is trying to give a platform to the artists from all across India to showcase their love and talent for art and tradition. Artists from different parts of the country participate in the event. Unexpectedly government appreciates this concept. The cars were exhibited in the 2018 Auto Expo at Noida.

Cartist also promotes wireframe art, stone sculptures, installation art etc. and help the artist to pursue their passion. The Cartist teach many different types of art during the cartist festival including print-making, charcoal painting, calligraphy, phad painting, and even photography. So far about 1800 artist engaged, 150 autos and 60 cars are painted.[15]

Recently, Cartist has launched a unique innovation "Project Rebirth" that aims to create furniture and artifacts out of scrap cars to achieve sustainable reuse and up cycling of automotive parts.[15]

6.1 Automobile Art Festival



Image 6.1.1 A car painted by artist

Automobile Art Festival is an annual art festival held in Jaipur, Rajasthan. It is an initiative to promote Indian art culture through automobiles. Cartist, a unique project of public art initiated in 2015, introduced automobile art in the Pink City of India.[15] For the first time in the history of Indian art that college artists from across the country came together for experiencing art on the cars. The cars were painted by young artists who had assembled from JJ School of Art, Mumbai, Shantiniketan, Kolkata, MSU Baroda, Delhi School of Art, Fine Arts colleges of Jaipur, Chandigarh, Patna and others. About 80 auto rickshaws painted by young struggling artists, it helped them find work and they were able to gain popularity in the city.[18]

In its second year, about 20 senior and 80 young students of art, worked in the open lawns of Narain Niwas. Local artist Shrikant, showcased 40-ft fibre sculpture depicting future automobile at ITC Rajputana.[16] Cartist and other artist helped about 300 young art lovers through workshops on calligraphy, print making, water colour, nail art etc. [18]



Image 6.1.2 A Tata Nano car being painted by artist



Image 6.1.3 Rajasthan CM visit to Automobile art festival
by artist



Image 6.1.4 A painted Tata Nano car showcased on top of a
container in the festival

6.2 Cartist Yatra



Image 6.2.1 Yatri taking selfie in the painted car



Image 6.2.2 Artist painting in the Yatra



Image 6.2.3 Foreigners actively participated in the Yatra

Cartist Yatra aims to bring automobile art closer to the people by conducting exhibitions across the cities in India. In the Yatra, workshops and shows on art and design are conducted for the audience. The Yatra showcases paintings, scooter and car art installations, sculptures, artifacts, art supplies, etc which involves local artists artwork and art installations.[17]

Cartist Yatra provides a platform for the artists to inspire, express, and contribute towards automobile art. For local artists working in all disciplines on art, Cartist Yatra provides an opportunity to experiment and innovate on their own concepts to empower them. Also, they provide opportunity for the people to interact, experience, participate, and celebrate the journey of art and automobiles. Active participation and engagement of artists, youth, society adds momentum to the automobile art and design in India.

In 2017, Cartist launched Cartist Yatra that traveled across India for 121 days, visited 9 Cities, covering 10000 kms and, bringing 1000 artists together. This Year, 2019 yatra is happening in Jaipur, Ahmdabad, Indore, Panji, Bangalore, Vishakhapatnam, Bhubneswar, Kolkata, Gurgoan and Lucknow.[17]



Image 6.2.4 Painted Auto, artist in the act

7 Miscellaneous Events

This section involves many special events related to Vehicle Graphics. In India, vehicle graphics is very much influenced by political agendas, religious beliefs, artist style, dedication etc. Some has gone viral and it got multiplied and same graphics is seen on number of vehicles. It has been observed that people have made graphics on their vehicles to show love towards the relatives. Such events are discussed in this section.

7.1 Bengaluru's Famous Hanuman



Image 7.1.1 M&M Scorpio with the Angry Hanuman



Image 7.1.2 A BMW in USA with the Angry Hanuman



Image 7.1.3 Yamaha Fazer with the Angry Hanuman

The image of saffron and black Hanuman, vector-style, pasted proudly on motorbikes and cars, is everywhere for past 2 years in Bengaluru and in several other parts of Karnataka. You can see them on public and private vehicles, on watch dials, on T-shirts, as laptop skins and other accessories. Acharya, a designer and graphic artist from Kumble village in Kasaragod, the northernmost district in Kerala, who created the vector style Hanuman said he created the figure in 2015, when boys from a youth club in his village asked him to design something different to put on the flags for Ganesh Chaturthi. Acharya was only able to finish the face when he sent the image to his village. Once the image appeared on a flag, it began to appear on display and profile pictures across social media platforms.[22] In the past few months, the image has been seen on the rear windows of vehicles in the places in Karnataka, Delhi, Gujrat etc. The Hanuman sticker is found on a BMW in USA as well.

Hanuman, is a lovable God, served to Rama, has always been depicted with attitude. The Hanuman is popular with those who lean towards the Hinduism, its saffron colour contributing to the political hue.



Image 7.1.4 T shirt with the Angry Hanuman
for sale



Image 7.1.5 Mobile cover with the Angry
Hanuman for sale

7.2 Gold coloured scooter



Image 7.2.1 Owner with the scooter

Gold plated cars are common for us. But gold plated scooter is something we have not seen on the road. A video of a scooter of Rs. 70000, ornamented with brass is viral on social media. The 'golden' scooter is of Mansingh from Indore, Madhya Pradesh. The scooter was built to commemorate his wife Rajni Devi. His wife loved gold and hence the golden- coloured scooter was built in memory of her.[23]

A new scooter was made of brass design. Mansingh said, he spent about Rs 2 lakh for the scooter. People initially said that he has mental illness but many people came from far away to see the scooter's work. The scooter is Hero maestro. The main parts of the scooter like rail guard, both Mudguards, Fairing and the floor are ornamented with brass.[23]



Image 7.2.2 Front of the scooter



Image 7.2.3 Rear of the scooter

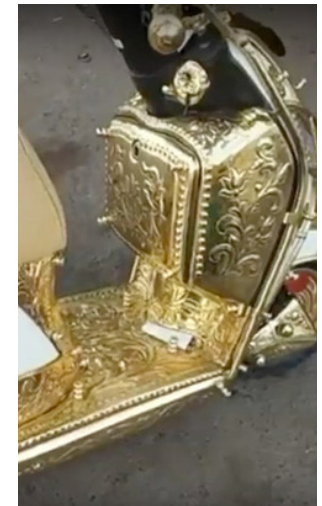


Image 7.2.4 Side of the scooter

7.3 The Copper car



Image 7.3.1 Fiat Millicento sculpture by Yusuf Arakkal



Image 7.3.2 Fiat Millicento sculpture by Yusuf Arakkal

A 1956 Fiat Millicento transformed into a sparkling copper sculpture by artist Yusuf Arakkal, who gave it a new avatar and called it 'Arto-Mobile'. The vehicle was exhibited in second edition of the India Art Festival 2012. 71-year-old Arakkal, arguably one of the greatest and celebrated artists of our time, passed away in October 2016.[24]

Arakkal, bought the car in 1984 from a friend and art collector Harish Padbhanaba for two paintings, this 1956 Fiat Millicento served him for over 20 years. His son learnt driving in it and his wife used to drive it to office. The car is his first love and refused to part with it. He immortalised the car by transforming it into a sculpture and removed the engine and gear-box of the car.[25]

Conceptual iterations, material and other initial ideas started in 2004. The actual work on the car began when initial idea was established. Arakkal decided to retain the original form and shape of the car, though he stripped it of its original body and replaced it with one made of copper and bits of bronze. Arakkal, brought together various elements from the two ancient civilisations – Egyptian and Indus Valley – on the surface of the car showing the true fusion of art and technology, philosophy and dream & installation and sculpture.[25]

7.4 Gesturism on Renault Kwid

French artist of Indian origin Sen Shombit unveiled Renault's first Kwid art car in his Gesturism Art style in Kala Ghoda, Mumbai.

Sen left India for Paris in 1973 at age 19. He has not painted any subject related to India. But since the beginning of year 2016, he re-started painting on the India he had spent his childhood- Bengal. He used theme of Ville Enigmatique to the Kwid art car. Mr Lecharpy recounted was fascinated by Sen's bi-cultural aspect in his art. The Kwid art car reflects his French inspiration and Indian colours through 'Ville Enigmatique' where he has depicted contrasting nature of historical French Bengal and Victorian Bengal with traditional Bengali life.[26]



Image 7.4.1 Renault Kwid painted by Sen Shombit



Image 7.4.2 Renault Kwid painted by Sen Shombit



Image 7.4.3 Sen Shombit with the Renault Kwid

7.5 Holographic Love Machine



Image 7.5.1 Manil and Rohit with their Scorpio

Two young brothers, Manil and Rohit Gupta from Lucknow painted their Scorpio with graffiti and bright colours. Manil (41) studied at Delhi College of Art, while Rohit (34) is a self-taught photographer and painter. They call the car a Holographic Love Machine.[27]

When the car was painted, the Gupta brothers drove it all over Gurgaon and Chandigarh where they got the reaction they were looking for. Locals actually chased their vehicle. People were eagerly posing with the Holographic Love Machine. [27]

The work is a mix of stuff like graffiti, angry birds and bright colours and some of the darker imagery explored by Manil.



Image 7.5.2 The painted Scorpio



Image 7.5.3 People taking photo with the Scorpio

7.6 Apni kulhad chai Scooter



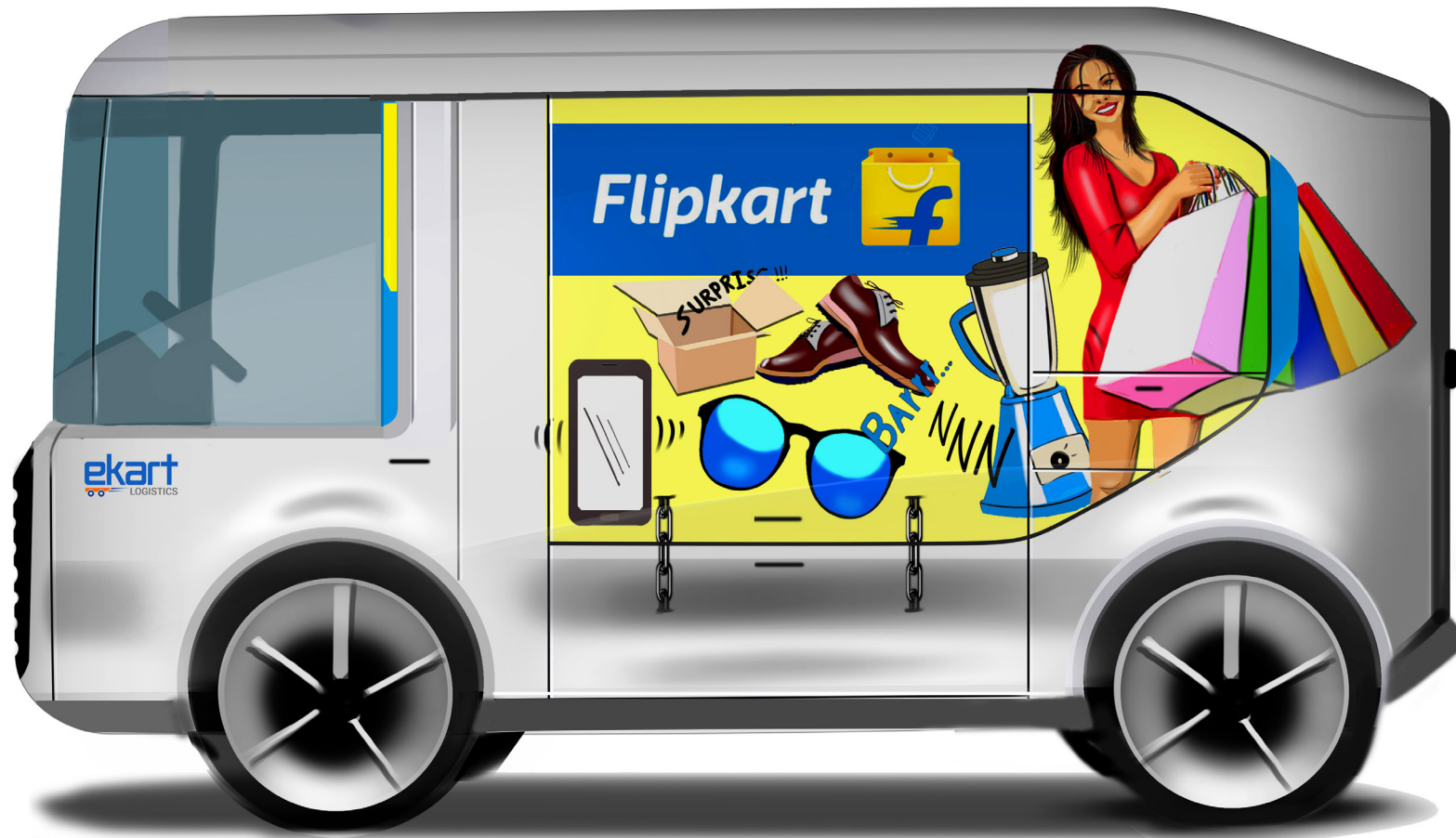
Image 7.6.1 Apni Kulhad Chai tea stall scooter

Apni kulhad chai is a small tea stall near the Inox multiplex in Jaipur. The scooter is owned by the teastall owner. He used the vehicle for few years and after the performance got reduced and maintenance increased, he decided to paint the scooter and keep in front of his stall to attract people.

He painted his scooter with the colour- terracotta-pink for which the capital of Rajasthan is famous for. Also, the speciality of his stall is, Kulhad Tea, which means tea served in an earthen cup. The colour of earthen cup matches with the colour of scooter. The famous Hawa-Mahal's white vector image is painted on the front of the scooter. Apni kulhad chai is hand painted in devnagari.

8 Experiment with Graphics on a Delivery Vehicle

The graphics on the delivery vehicle is designed by keeping current trends in mobile truck graphics. Pop style art is used. Extensive use of solid, vibrant, bright and bold colours are used to get attention of the people. Logos of flipkart and ekart are kept same as they are the brand identity.



9 References

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