

## Godrej Interio celebrates the true Spirit of Mumbai

### Creates artistic replica of "The Gateway of India" using Godrej Interio Furniture

Mumbai today witnessed the coming together of two most poignant symbols of its undying heritage - The Gateway of India, and the Godrej Almirah at the Kalaghoda art festival 2010, commemorating the art, culture, history and heritage of Mumbai.

Renowned designer Krsna Mehta created a 25 feet high artistic installation of the iconic "Gateway of India" using 40 Godrej Interio Storwels and other Godrej Interio products.

Surviving the ravages of the past and always bouncing back with a bang Mumbai is truly timeless with a past steeped in history and a part of this undying heritage is the omnipresent '**Gateway of India**', a combination of both Hindu and Muslim architectural styles - an evergreen symbol of the history, heritage and beauty of Mumbai.

Another such symbol which came to be recognized as an icon of Mumbai's glorious heritage is the **Godrej Storwel**. Conceived in Mumbai 80 years ago, as one of the foremost products of Godrej Group established in 1897, this was the - the ever-present fixture in almost every home in Mumbai., the Godrej almirah soon came to symbolize the 'completeness' of a basic Mumbai home. It epitomized protection for the belongings of the common man. Through good times and bad, the almirah trudged along with every family, protecting more than valuables - it came to protect values and maintain tradition. It was the changeless storehouse of precious memories of every generation that owned it. It stood for all that was strong and good, beautiful yet incorruptible, safe and secure. An ideal gift from a husband to a wife, the perfect legacy to pass from generation to generation - it was a piece of history, a heritage that time could not tarnish all too easily.

"After all that Bombay has gone through in the past year, the idea for us to make something which depicted the heritage and spirit of Mumbai came very naturally; and to combine Mumbai's most iconic structure "The Gateway of India" and the "Godrej Interio Storwel" which has been a part of each and every Mumbai home was the perfect way to go about it" said Krsna Mehta at the event.

Navroze Godrej said "The Gateway of India has been a symbol of friendship between nations and people since it was built almost 100 years ago. Scores upon scores of people have arrived and left from the Gateway and today it stands as an iconic monument to our strong and beautiful metropolis. This is our tribute to Mumbai and, in a small way, our way of saying thank-you to this great city that has given us so much. We hope that people will see our Godrej Storwel Gateway structure not just as art, but as a symbol of harmony and hope for our future."

According to Mr Anil Mathur, COO, Godrej Interio Division, "This association for developing a replica of an iconic heritage structure like the Gateway of India using Godrej Storwel is our tribute to the city of Mumbai and millions of users of the Godrej Storwel across the country. It is a salute from one icon to another."

**About Godrej Interio:**

Godrej Interio integrates the concept of functional and contemporary furniture. A perfect amalgamation of time tested values and contemporary outlook. It is vibrant stylish and comfortable. When it comes to furniture, be it office or home, Godrej Interio has the entire range under one roof. Godrej Interio manufactures ergonomically designed & contemporary Seating, Desking, Open Plan Office Systems, Storages, Bedroom Sets, Dining sets, Kitchens, Labs, Hospitals, Interiors, Carpets, Marine Accommodation Solution and Kid's furniture-that are comfortable, healthy and productive. With the range of Home furniture & decor solutions, Godrej Interio provides the warmth & comfort that reflects a happy, at ease family.

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