



PEPPERFRY LAUNCHES “THE CANVAS” A PLATFORM FOR YOUNG ARTISTS AND DESIGNERS

Pepperfry.com - India's No.1 Furniture & Home Products marketplace announced the launch of The Canvas, an initiative to nurture and promote young artists and designers at Studio Pepperfry, Mumbai around the occasion of World Interiors Day 2017. Pepperfry has undertaken the endeavor to provide a platform for the promising design and art talent in the country.

The Canvas has been conceived as a launch pad for young talent to help them widen their professional horizon. Pepperfry has associated with key art and design institutes across the country to empower students who are on the threshold in their journey to become professionals. Under The Canvas initiative dissertation projects of final year students will be hand-picked basis innovation, functionality and practicality by a jury consisting of industry experts.

The Jury will coach the students with the required expertise to help them shape their creative ideas into reality. The final designs and creations will be showcased at the various Pepperfry Studios which is the highlight of this initiative. The students will also get an opportunity to work closely with the design experts at the various Pepperfry Studios.

Talking about initiative Kedar Naik, Design Head, Pepperfry said “There are scores of creative minds that get a limited exposure and their ideas may not prosper due to lack of professional guidance. These young minds have a potential to become a roaring success if we help them to strike a balance between creativity and business orientation. Pepperfry seeks to mentor these budding artists, designers and architects through The Canvas and by providing them a platform to display their creative work at a premium store like Studio Pepperfry.

He added, “We want The Canvas to become a reference point for creative minds who pass out every year to provide impetus to their enterprising spirit.”

Sharing her thoughts on The Canvas, Shabnam Gupta, Founder and Principle Designer, The Orange Lane said, “It's a great step forward for the artist community in our country, which does not get the platform that artists across the globe do. There is so much untapped creativity that we have. Pepperfry has taken up this first of its kind initiative, which I think is absolutely endearing and fantastic.”

Dilip Dahanukar, Industrialist and Trustee, Prafulla Art Foundation said, “The association with art schools is a wonderful way to open the entire world of Pepperfry to these young minds. At that age, students can discover the state of art and get a taste of prospective buyers in the market.”

Hardik Gandhi, Furniture Designer and Faculty at Pearl Academy said, “Heartiest congratulations to Pepperfry team. I am completely blown away by the ‘Canvas’ launch. With this initiative, India will have great access to quality products to make a life, not just a living.”

PEPPERFRY.COM FAST FACTS



A Furniture and Home item is sold on Pepperfry every 25 seconds



10,000+ Merchants have sold products on Pepperfry till date



Rs.18,000 is the Average Size of a Furniture Order on Pepperfry



Pepperfry's logistics fleet travels 10,000 km daily to deliver Furniture. That's the same as 5 trips to the moon and back in a year!



30,000 Trees have been planted by Pepperfry through its partnership with the Grow Trees Foundation

ABOUT PEPPERFRY.COM

Pepperfry is India's leading Furniture and Home products marketplace, offering customers an unparalleled selection of amazingly priced Home products and a consistently great shopping experience. The Pepperfry managed marketplace helps thousands of entrepreneurs and merchants sell to millions of discerning customers across India and the world.