



What a month it has been at VR Chennai! We had a blast with amazing events and occasions that will stay in our hearts forever!

Our Madras Art Guild 2023 (MAG) was a resounding success, thanks to your incredible support and involvement. You made the events and workshops of MAG 2023 a delight to host and attend.

October 2023 at VR Chennai was full of festive vibes and fun, as we prepared for Diwali. Our shoppers had a wonderful time exploring our festive collection, fashion, and lifestyle products.

VR Chennai ensured a safe and comfortable retail experience with all the necessary safety protocols in place. And to top it all off, our shoppers will get a chance to win a brand new car as a sweet reward for their shopping spree!

We can't wait for Diwali 2023, as Chennai gets ready to embrace the light of abundance and joy!

Warm regards,

Ramu Rangaraju  
VP- Business Operations

Dear  
Patron,

# EVENTS

1st October

## Artist talk with Photographer Vicky Roy

The "Artist Talk with Vicky Roy" was a captivating and insightful event where the renowned photographer Vicky Roy shared his experiences, journey, and artistic insights. During the talk, Vicky Roy discussed his creative process, inspirations, and the stories behind his most iconic photographs. Attendees had the opportunity to gain a deeper understanding of the art of photography from the ace photographer. It was an enriching experience for all those who attended, providing a unique glimpse into the world of photography through the eyes of Vicky Roy.



7th & 8th October

## Young Artist Program



The "Young Artist Program" was an engaging drawing contest tailored for children between the ages of 4 and 13. With the theme "Fine Balance," this creative competition aimed to inspire and showcase the artistic talents of the younger generation. A total of 250 enthusiastic kids participated in this event, each bringing their unique interpretation of the theme to life on paper. The contest provided a platform for these young artists to express their creativity and imagination while exploring the concept of balance in their artwork. It was a vibrant and colorful celebration of youthful creativity, where children had the opportunity to display their artistic skills and share their vision of balance through the medium of drawing.



14th October

## Sustainability & Upcycling workshop by Oh Scrap Madras

The "Sustainability and Upcycling Workshop" conducted by Oh Scrap Madras was a dynamic and educational event focused on the concept of turning trash into treasure. The workshop emphasized the importance of sustainability by repurposing discarded items and transforming them into valuable and functional creations. Participants had the opportunity to learn about upcycling techniques, discover innovative ways to reduce waste, and engage in hands-on activities to create new, useful items from old materials. This event not only promoted environmental consciousness but also encouraged participants to think creatively and appreciate the potential in everyday objects that are often discarded.



14th October

## Flash Mob by ICAT students



Students from ICAT organized a dynamic and spontaneous flash mob Which was a lively and unexpected performance that took place at the entry, captivating onlookers and generating excitement and curiosity. Through synchronized dance moves, vibrant music, and a burst of energy, the students effectively created buzz about their upcoming cultural fest 'Meraki'

## 15th October Canvas painting Workshop



The Canvas Painting Workshop for kids was an enriching and creative experience designed to introduce young artists to the world of visual arts. In this workshop, children had the opportunity to express their imagination and develop their artistic skills on canvas. Under the guidance of experienced instructors, they explored various painting techniques, color mixing, and composition. Through hands-on activities, kids learned to translate their ideas into beautiful artworks, fostering their self-expression and boosting their confidence. This workshop provided a platform for artistic growth while nurturing a love for art. It encouraged young talents to unleash their creativity on the canvas. It was a fun and educational journey into the world of painting for kids.

## 15th October Art Cinema - A Short film contest



The Madras Art Guild provided a unique platform for promoting art cinema through the short film contest. Budding film makers an opportunity to showcase their storytelling skills and creative talents through 3mins long film. The Contest drew an impressive response, with a total of 35 short films submitted for consideration. Out of these, the cream of the crop, 15 exceptional short films, had the privilege of being screened at our Sky Deck. These screenings took place before a distinguished panel of judges.

The results were outstanding, with several films earning recognition in various categories. The competition acknowledged the top three best short films received recognition, in the categories of story development, cinematography, screenplay, editing, and acting.



## 20th - 22nd October Literature Festival - Book Show



The Book Show, was a key highlight of the Literature Festival at The Madras Art Guild 2023. It was a love for book lovers got to immerse themselves in a world of words. This show featured a wide array of books, spanning different genres and authors, providing an opportunity for attendees to discover new literary treasures, engage with authors, and discuss their favorite reads. It was a vibrant celebration of literature, fostering a sense of community among bibliophiles and promoting a passion for the written word.

## 21st October Karigai - Dance Workshop



"Karigai: Redefining Women" was an enchanting Bharatanatyam workshop held at VR Chennai - Swargamandapam. This workshop was a community-driven project with the objective of educating individuals from diverse backgrounds about the art of Bharatanatyam and, more significantly, empowering women through the medium of dance.



## 25th October - 2nd November Art Bazaar



The Art Bazaar was a vibrant and dynamic activity that brought together over 40 talented artisans and artists. This bustling marketplace provided a unique platform for these creators to showcase their original artworks, handmade crafts, and unique creations to a diverse audience.

## Festival Decor

VR Chennai is decked up and ready for the festive season. Come join us to celebrate the festive vibes with some retail therapy and lots of fun.







# STAY TUNED

**VER CHENNAI**  
ANNA NAGAR

**SHOP BIG WIN BIG**

6<sup>th</sup> November - 31<sup>st</sup> December

This festive season  
Shop with us for **₹10,000/-** or more  
and stand a chance to win a **Car**




Turn Your Shopping Into Rewards

## Shop Big Win Big

As we celebrate the joyous festival season , join us for "Shop Big Win Big!" - Get ready for the shopping experience of a lifetime. When you shop for Rs. 10,000 or more, you not only fill your bags with fantastic finds but also open the door to an incredible opportunity to win a brand-new car.



Nov 17th - 19th

### Food Festival

The VR Chennai's Food Festival is a culinary extravaganza will be held at VR Chennai, a popular shopping and entertainment destination in the city. The festival will celebrate a diverse range of cuisines, showcasing the culinary talents of renowned chefs and local food vendors. A wonderful opportunity for food enthusiasts to indulge in delectable dishes, ranging from traditional Indian delicacies to international flavors.



Nov - 18th

### Children's Day celebration - Magic and Illusionist show

Internationally acclaimed artist Dhaya is set to dazzle audiences with a captivating Magic and Illusion show at Swargamandapam. Dhaya, a master illusionist, will showcase a mesmerizing display of mind-bending tricks and magical feats that will leave spectators in awe. Prepare to be enchanted by his extraordinary talents and experience a world of wonder and mystery like never before.



Nov - 24th

### Black Friday

Look out for the Black Friday fashion float, an eye-catching display featuring the latest trends and deals, enticing customers with a visual preview of the incredible discounts and promotions available in our store. It's a surefire way, of making Black Friday shopping at VR Chennai an exciting and rewarding experience.



Nov - 25th

### Konnichiwa Japan

The one-day exhibition celebrating the 71 years of diplomatic relations between Japan and India promises a rich cultural experience. Attendees will have the opportunity to immerse themselves in various aspects of Japanese culture. The event will feature engaging activities such as martial arts demonstrations, traditional dances, a Sushi making workshop, and a tea ceremony, providing a fascinating glimpse into the traditions and arts of Japan. It's a unique occasion to celebrate the enduring friendship between the two nations while enjoying an array of captivating cultural activities.



# COMING SOON



**POPEYES**



**CALIFORNIA  
BURRITO**  
MEXICAN GRILL



**METRO**  
S H O E S

**CRAFT'S LANE™**

**November 2023 brings exciting events, exclusive sales, and more to VR Chennai!**

Embrace a month filled with unforgettable experiences. We are committed to being your top shopping destination in Chennai, providing the finest in shopping, entertainment, and happiness for all.

**See you soon at VR Chennai!**

Stay updated on all that is happening at VR Chennai,

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**VR CHENNAI**  
A N N A N A G A R

