



Dear Partner,

February marked a defining chapter in VR Chennai's cultural calendar. The 6th edition of the Madras Art Guild 2026 took centre stage, inaugurated by Dr. Mohana, this year's festival is the largest yet, featuring over 1,200 works including the "Kala Car" amongst sculptures, and 3D-printed art.

The month also saw the Valentine's Day launch of the Radham Porsche F11 Club, adding a dynamic lifestyle element to the season. New brands, including Ed-a-Mamma, Palmonas, MyFryoland, Wings, Skinn by Titan, and Soul Tree, further expanded our retail mix. From children's workshops to city-wide competitions, February balanced artistic depth with vibrant retail engagement.

As the public art festival continues into March, we look forward to welcoming you to the next chapter.

With warm regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

MADRAS ART GUILD INAUGURATION CEREMONY

12th February, 2026

The 6th edition of the Madras Art Guild, themed "The Future is Now" is currently transforming VR Chennai into a modern public art hub from February 12 to March 22, 2026. Inaugurated by Dr. Mohana, this year's festival is the largest yet, featuring over 1,200 works including the "Kala Car" amongst sculptures, and 3D-printed art.

Significant collaborations with UNESCO highlight "Pockets of Hope" and the "PORTALS" installation, focusing on marine conservation. Visitors can experience a multidisciplinary lineup featuring a Street Art Theatre Festival with folk forms like Mayil Natyam, a Film Festival, and a Literature Fest in partnership with Hignghatnam's. With an annual bazaar and workshops ranging from pottery to marionette, the festival continues its legacy of making art accessible to all.

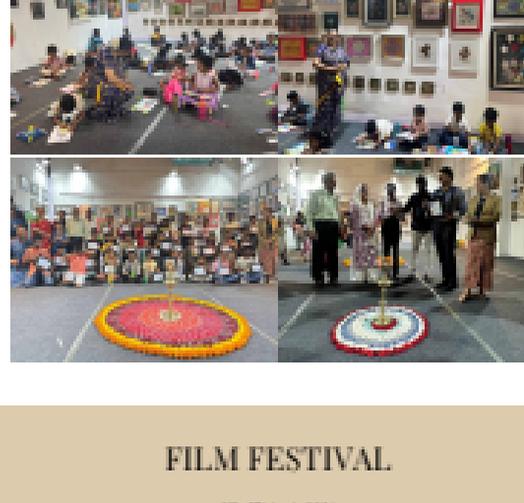


LOVE FOR THE DRIVE: PORSCHE RADHAM CLUB LAUNCH

14th February, 2026

This Valentine's Day, VR Chennai set the stage for an occasion driven by passion as the Porsche Radham Club made its official debut. More than two hundred Porsche F11s arrived at the venue, transforming the space into a distinguished gathering for the city's motoring community.

The evening went beyond a formal unveiling; it highlighted the spirit of performance and camaraderie that comes to Porsche owners. Members exchanged experiences, admired each other's cars, and welcomed the beginning of a new chapter for Chennai's growing circle of enthusiasts.



YOUNG ARTIST PROGRAM

14th - 15th February, 2026

As part of the Madras Art Guild 2026, the Young Artist Program hosted a two-day workshop in collaboration with Global Art India. Over 300 children between the ages of 6 and 12 participated in this creative initiative.

Open to families and shoppers, the sessions encouraged experiential learning through art. Winners were presented with trophies, and all participants received certificates in recognition of their efforts. The program reflected our commitment to nurturing emerging talent within the city.



ART COMPETITION

20th & 21st February, 2026

The Madras Art Guild, together with Theosophy School of Arts and Art Foundation, conducted a two-day open-art competition that welcomed over 200 young participants from across Chennai.

Senior artist S. Saravanan of Chelamandal Artists Village presented certificates and awards to the participants and winners. The event reinforced our ongoing efforts to support and celebrate the city's growing artistic community.

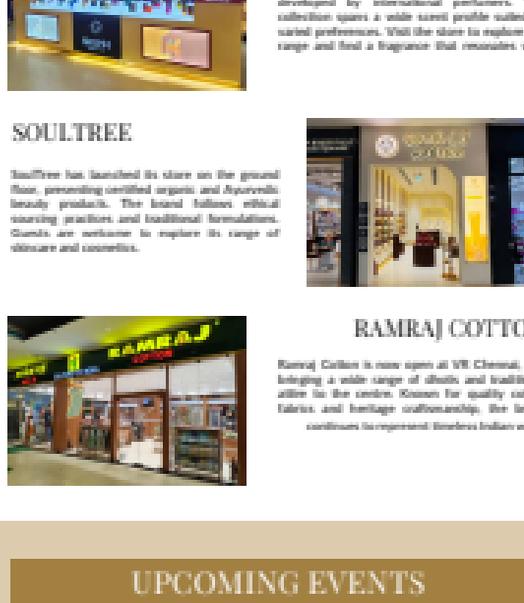


FILM FESTIVAL

2nd - 3rd March, 2026

The Madras Art Guild hosted a Student Film Festival that spotlighted the work of over 200 young filmmakers across 20 languages from around India, along with the participation of three international artists.

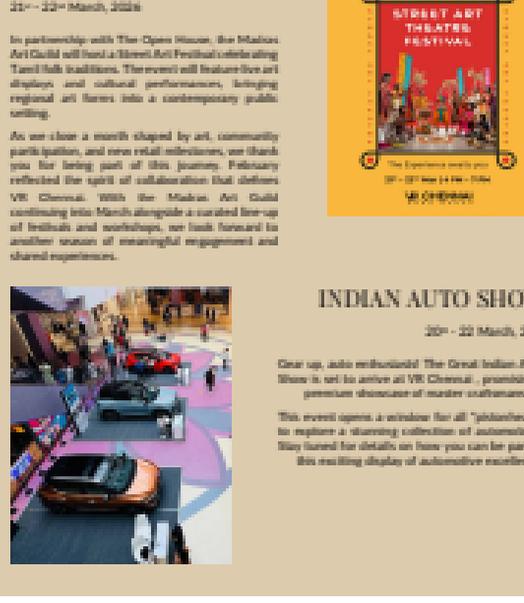
A vibrant celebration of imagination and emerging talent, the festival offered a platform for bold ideas, diverse narratives, and the values shaping tomorrow's cinema.



WATERCOLOR | MANDALA ART POTTERY MAKING WORKSHOP

7th - 8th March, 2026

The Madras Art Guild, in collaboration with the Theosophy School of Arts & Art Foundation, hosted a series of engaging workshops including the Mandala Art Workshop, Watercolor Workshop, and Pottery Workshop. Open to participants of varied experience levels, the sessions offered a creative space to explore the meditative practice of mandala patterns, the expressive fluidity of watercolor, and the tactile craft of pottery under guided instruction.



THAI CLAY MINIATURE CROCHET - MACRAMÉ | KEYCHAIN MAKING WORKSHOP

7th - 8th March, 2026

The Madras Art Guild, in collaboration with the Chithiravathi Centre for Creativity, hosted the Thai Clay Miniature Workshop, Macramé Workshop, and Crochet & Keychain Workshop. Designed as an interactive learning session, the workshops invited participants to explore intricate craft techniques and create handmade pieces under the guidance of experienced practitioners.

STORE LAUNCHES

ED-A-MAMMA

Ed-a-Mamma has opened on the second floor of VR Chennai, promoting sustainable clothing for children along with eco-friendly wear. The brand focuses on comfort, nature-inspired design, and ethical production. We invite you to visit the store and explore the latest collection.

PALMONAS

Palmonas has launched its new store in the jewelry corridor on the ground floor. The brand offers sleek fine jewelry crafted with 18K gold plating, combining accessible pricing with refined design. Visit the store to discover pieces suited to both everyday wear and special occasions.

WROGN

Wrogn has unveiled its new outlet on the first floor, introducing its playful-driven fashion aesthetics to the centre. Known for contemporary casual wear and distinct styling, the brand adds a bold edge to the center's retail portfolio.

MYFRYOLAND

MyFryoland is now open on the first floor, offering a soft-focus beauty concept. Curated by a wellness focus, the brand offers ethical beauty products and a curated look-inspiration. Guests are welcome to explore its range of skincare and cosmetics.

SKINN BY TITAN

Skinn by Titan has opened its second store at VR Chennai, showcasing premium-sourced fragrances developed by international perfumers. The collection spans a wide scent profile suited to varied preferences. Visit the store to explore the range and find a fragrance that resonates with you.

SOULTREE

SoulTree has launched its store on the ground floor, presenting certified organic and Ayurvedic beauty products. The brand follows ethical sourcing practices and traditional formulations. Guests are welcome to explore its range of skincare and cosmetics.

RAMRAJ COTTON

Ramraj Cotton is now open at VR Chennai, and bringing a wide range of ethnic and traditional fabrics to the centre. Known for quality cotton fabrics and heritage craftsmanship, the brand continues its commitment to showcasing Indian wear.

ED-A-MAMMA

PALMONAS

WROGN

MYFRYOLAND

SKINN BY TITAN

SOULTREE

RAMRAJ COTTON

UPCOMING EVENTS

LITERATURE FESTIVAL

12th - 13th March, 2026

In partnership with Hignghatnam's, the Madras Art Guild will host a Literature Festival featuring author interactions and a curated book fair. Readers can engage directly with writers and discover through a focused selection of titles.

ART BAZAAR

14th - 15th March, 2026

In collaboration with Fabrice Events, the Art Bazaar will showcase more than 20 stalls featuring handmade crafts and artisanal products. The event offers a platform for creative entrepreneurs to connect with visitors.

STREET ART FESTIVAL

21st - 22nd March, 2026

In partnership with The Open House, the Madras Art Guild will host a Street Art Festival celebrating Tamil folk traditions. The event will feature live art displays and cultural performances, bringing regional art forms into a contemporary public setting.

As we enter a month shaped by art, community participation, and new retail offerings, we thank you for being part of this journey. February reflected the spirit of collaboration that defines VR Chennai. With the Madras Art Guild continuing into March alongside a curated line-up of brands and workshops, we look forward to another season of meaningful engagement and shared experiences.

INDIAN AUTO SHOW

20th - 22nd March, 2026

Gear up, auto enthusiasts! The Great Indian Auto Show is set to arrive at VR Chennai, promising a premium showcase of modern craftsmanship.

The event opens a window for all "jishnubhaktis" to explore a stunning collection of automobiles. Stay tuned for details on how you can be part of this exciting display of automotive excellence!

SOCIAL MEDIA INSIGHTS

VR Chennai and the Madras Art Guild recorded a consolidated reach of 2.4 million during the season, further amplified by the inauguration led by Dr. Mohana.

Collaborations with UNICEF, Global Art India, Radham Porsche F11 Club, Theosophy School of Arts, and Fabrice Events strengthened the month's programming. From store openings for Palmonas and Ed-a-Mamma, further amplified digital engagement across platforms.

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