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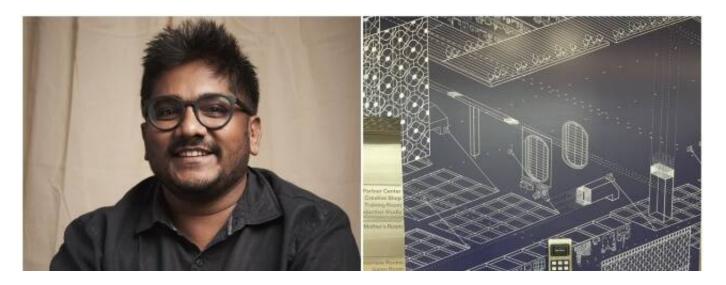
Meet artist Pratap Morey who has created 3,600 feet hand drawn mural displayed over Meta's Gurugram office walls

My intention was to show that while humans are present in urban spaces, the essence of humanness is gradually diminishing, said artist Pratap Morey

Written by <u>Jayashree Narayanan</u> Pune | June 13, 2023 12:30 IST



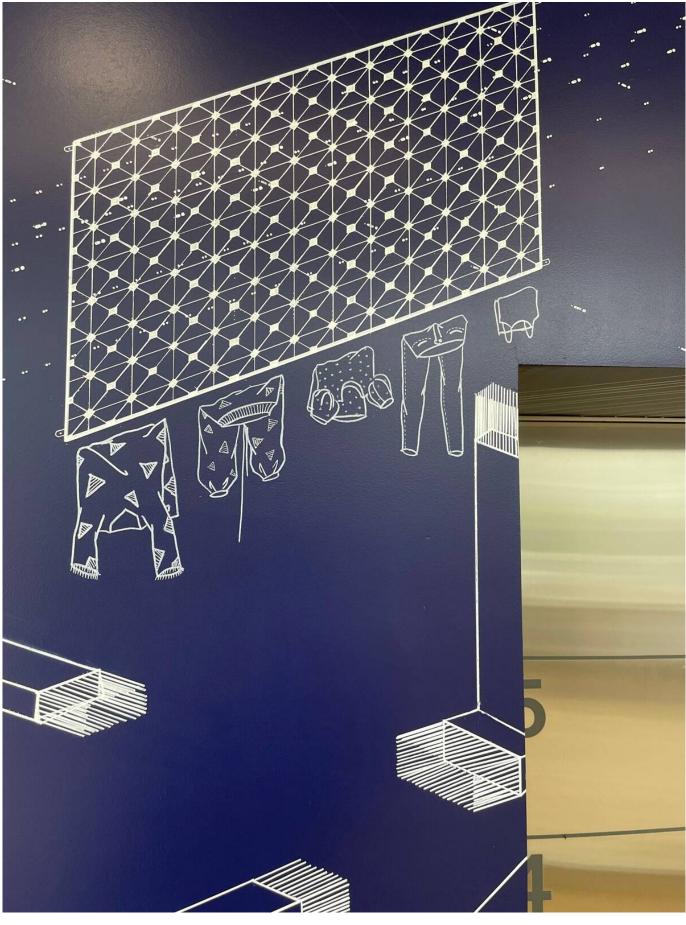
Meet artist Pratap Morey who has created 3,600 feet hand drawn mura...er Meta's Gurugram office walls | Lifestyle News, The Indian Express 13/06/2



Pratap Morey talks about his mural (Source: Pratap Morey)

An artwork that not only connects to the Meta (formerly **Facebook**) community but the wider world was the initial brief that Mumbai-based artist Pratap Morey recalls he had received from Meta's Open Art Program for designing their ledge walls (and subsequently lift walls) in their Gurugram, Cybercity office. Considering his expertise in dabbling with various nuances of art like a combination of digital photographic images, aluminum panels, archival prints, architectural drawings, and engravings, and even tracing the abstraction of displaced placement within the city, Morey became one of the company's natural choice for its "new and experimental art project" alongside Rohini Devasher and Sameer Kulavoor.

He drew inspiration from the concept of the Titres game (brick game) to explore the development of cities. The game requires players to align geometrical shapes in a limited time, which often results in a lack of **symmetry**. According to his understanding, when we look at cities from a distance, we can see that the buildings appear aesthetically symmetrical, but the overall symmetry is lost. "I noticed that urban interior spaces often contain some kind of negation within the same space. For instance, people may convert their living rooms into bedrooms or use their courtyards or balconies as storage rooms. By incorporating these nuances into my work, I aimed to represent the various aspects of city life," described Morey.



Pratap Morey was inspired by everyday city life (Source: Pratap Morey)

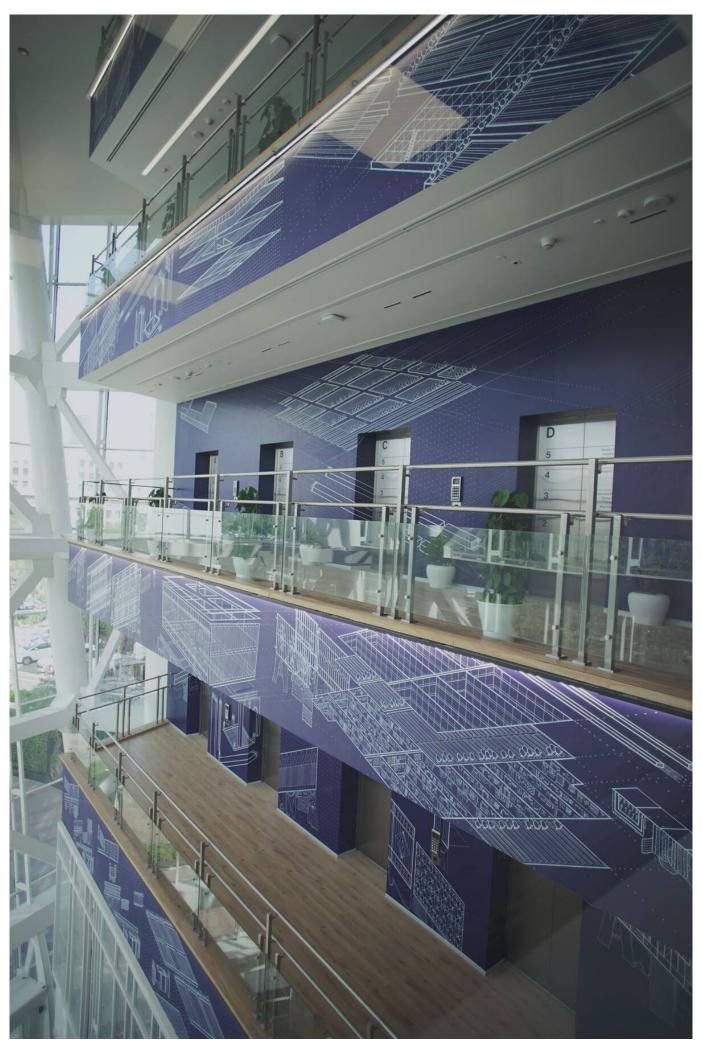
Now, it is impossible to miss the **artwork** displayed at the social media giant's new office that spans all six floors of the building and covers approximately 3,600 square feet. In fact, it is visible from all the meeting rooms in the building. Morey has "intentionally left out any human figures and instead focused on mundane

objects such as clothes drying or slippers".

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"My intention was to show that while humans are present in urban spaces, the essence of humanness is gradually diminishing. Another significant feature of my work is the abundance of metal window grills. I drew inspiration for this from the scrap market I pass by on my way to the studio, where I see many grills from nearby redevelopment sites being deposited. These grills represent a sense of security and aesthetics from a particular era, which is no longer prevalent in new high-rises that use toughened glasses and automated barricaded gates," Morey told *indianexpress.com* in an exclusive interview, adding, "Overall, my goal was to create a blueprint of a city that incorporates all my observations and sensitises viewers to see urban spaces from my perspective."

Interestingly, this is the first time that Morey created a mural on such a large scale, that too entirely by hand. "Initially I was overwhelmed by the sheer scale and site conditions, as this site was full of scaffoldings and one could hardly see the wall from a distance. (For an artist, it's very important to continuously look at your artwork from a distance). However after much careful planning and execution, with the support of my team, I was able to pull off the most **challenging project** I have ever completed. For this hand-drawn art piece, I used the traditional perforation technique used by billboard painters. Large-scale perforated prints were pasted on the wall which helped us with the marking and positioning. With acrylic markers and ruler made out of aluminum bars we created each piece," recollected Morey who holds a post-graduate diploma in Indian Aesthetics from Mumbai University.



Pratap Morey and his team took 42 days on-site and two months in the studio to complete the mural (Source: Pratap Morey)

The mural comprising 10 walls (four of the walls were ledge walls and the remaining six walls were lift walls) was created by Morey and his four assistants who worked for 42 days for 10-12 hours a day. "It was definitely satisfying to see the results and to push my own creative boundaries," expressed Morey who always wanted to push his art practice beyond the studio and "display it in **unconventional spaces**, beyond the traditional white cube gallery". "This mural project allowed me to achieve both goals. As I pushed my creative boundaries, I was also careful not to lose the handmade quality of my work. Regardless of the space size or site conditions, I insisted on creating a completely hand-drawn piece. Despite the curators suggesting that I consider printing and pasting the work," said Morey.

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What's next? The project has inspired Morey "to explore unconventional mediums and displays in my art". "Currently, I am working on creating artwork using aluminum composite panels, a material commonly used in construction. I am also exploring the possibility of expanding the boundaries of ceilings and walls. I plan to showcase all of these new ideas in a solo project that will be coming soon," he shared.