



ARTHA INDUS

Atelier

A Curatorial Perspective on South Asian
Heritage Art & Spatial Resonance

ANCIENT HERITAGE. MODERN RESONANCE.





THE CURATORIAL THESIS

We distill centuries of culturally rooted South Asian iconography into quiet, disciplined visual systems for contemporary architecture.

South Asian artforms carry millennia of sophisticated geometry, organic biophilia, and narrative depth.

Yet, in their traditional format, high color saturation and visual density often make them challenging to integrate into the minimalist design and restrained palette of contemporary architecture.

Artha Indus Atelier was founded on a singular curatorial vision: to distill culturally rooted iconography into quiet, disciplined visual systems.

By isolating the essential stroke, commanding negative space, and working in a disciplined palette, we create art and surfaces that provide grounding, cognitive calm, and timeless narrative resonance in luxury interiors.

THE CURATED ARCHETYPES*

Materiality Swatch & Spatial Studies.



ARTHA | *kūrma*

The Cosmic Anchor

Substrate: Precision-Routed
Acoustic PET Felt & Inlaid Copper

Application: CSI 09 84 00
(Acoustic Room Components)

Curatorial Note: Mithila sacred
geometry distilled into deep
carbon & warm metal.



ARTHA | *vrkṣa*

The Eternal Arbor

Substrate: Low-Iron Dual-Surface
Acid-Etched Glass & Baked Frit

Application: CSI 08 81 00
(Decorative Architectural Glazing)

Curatorial Note: Warli biophilic
canopy engineered for 65%
privacy diffusion.



ARTHA | *araṇya*

Sovereign Wilds

Substrate: Archival Textured
Grasscloth Wallcovering

Application: CSI 09 72 00
(Wallcoverings & Murals)

Curatorial Note: Gond forest
narrative with hand-gilded satin
gold accents.



ARTHA | *mayūra*

The Royal Plume

Substrate: CNC-Routed Solid
American Walnut in Matte Hardwax

Application: CSI 06 40 00
(Architectural Woodwork &
Screens)

Curatorial Note: Mithila peacock
guardianship carved into light-
grazed millwork.



ARTHA | *maṇḍala*

Radial Equilibrium

Substrate: Cast Mineral
Composite & Architectural
Terracotta Clay

Application: CSI 09 20 00 (Plaster
Assemblies & Bas-Relief)

Curatorial Note: Concentric
sacred mandala with integrated
2700K perimeter halo.

*FEATURED SELECTION FROM THE 10-PART ARTHA HERITAGE TAXONOMY.

Complete archival volume, technical specifications, and bespoke commissions available upon studio consultation.

THE DUAL ASSET: CURATORIAL TRANSLATION

Isolating motifs into scalable architectural surfaces while preserving the original collectible masterwork.



01 | THE ARCHIVAL MASTERWORK

Lineage: Gond Tradition (Madhya Pradesh, India)

Medium: Carbon Ink & Pigments on 300 GSM Archival Cotton Rag

Placement: Luxury Wellness Foyer

Provenance: Direct Master Artisan Commission with Signed COA



02 | THE SPATIAL TRANSLATION

Motif Extraction: Gond Avian Cadence & Biophilic Stalks

Substrate Concept: Archival Mineral Wallcovering

Placement: Restorative Wellness Alcove

Curation: Saturated palette distilled into Carbon over Bone

STUDIO COLLABORATION & TRADE INTEGRATION

Preserving the soul and provenance of the artisan's hand while eliminating the technical friction of ethical sourcing, custom scaling, and architectural specification.

01

BESPOKE MASTERWORK COMMISSIONS

Commission custom-sized original paintings from master lineage artisans tailored to your project's dimensions and palette.

02

ARCHITECTURAL SURFACE SCALING

Send us your elevation or shop drawing and we will scale and calibrate the vector geometry to exact fabrication tolerances.

03

PRIVATE MASTERWORKS ACQUISITION

Private viewing of our original hand-painted archival masterworks for immediate client placement.

04

STUDIO MATERIAL SAMPLE BOX

Request a curated sample box (laser-cut brass, acoustic felt, and archival paper swatches) for your studio library.

SPECIFICATION READINESS: .DXF / .DWG / .AI GEOMETRIES • CSI DIVISIONS 05, 06, 08, 09 • 100% INDEMNIFIED COMMERCIAL IP

"Art awakens a sense of the real by establishing an intimate relationship between our inner being and the universe at large, bringing us a consciousness of deep joy."

- Rabindranath Tagore



STUDIO CONSULTATIONS & PRIVATE PREVIEWS
SCAN TO CONNECT DIRECTLY WITH OUR ATELIER.

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