

## Of midnight noodles and coffees

### The 2004 batch of a premier business institution in the city has given a unique piece of artwork to its college — a 4x4 canvas of memorabilia

Apuurva Sridharan

Who doesn't enjoy the nostalgia of college and hostel days? The times we spend, the experiences we have during those days — right from midnight noodles to gulping down mugs of coffees to stay awake and finish a project — are the ones that can never be matched by anything else in life. And we all have that one article, that one memorabilia that we used in college and never discarded — be it a T-shirt we wore or a coffee mug we used.

Now, imagine if there was an artwork that brought together memorabilia of all your classmates and made into an art work, to be displayed at your college.

That's one cool idea, right? This is exactly what the 2004 pass-outs of ISB have done when they recently attended their 10th year reunion celebrations in the city.

Designer Ganesh Nallari and alumnus and entrepreneur Mayura Balasubramanian collaborated and put together this memorable artwork, that is now displayed in the campus. "I wanted to do something special for our 10th reunion and this idea actually came about when I was having a conversation with Ganesh. The basic thought behind it was to celebrate the year that was spent at this institution and also celebrate the decade that has passed by," explains Mayura.

Initially, they had pondered over creating an installation, but because it would be difficult to move, they zeroed in on doing an artwork using pieces of their memories. "Considering I was creating a piece of art for their reunion, it had to be personal and something they could relate to. And I'm not an ex-student of this college, so I needed to hear stories from their college days and get the memories of their time. So, I asked Mayura if it would be possible for those coming for the reunion to contribute one article from their time in the college," explains Ganesh.

And as the memorabilia began to flow in, so did the tales behind each piece. "We got an assortment of items, right from a dupatta and a superman T-shirt to a memento signifying a leadership summit that they began and a shirt that the girls of the batch made for the boys when they went for a football match. Then, I heard stories about how they spent time at a particular place, their midnight noodles-biscuits-coffee tales, the rocks where they used to sit, the parties they used to have — that's how I got the basic idea of how to go about the piece," shares the designer.

But this still wasn't enough to capture the pulse of the class. "I called a few of their classmates and asked them to talk. So while they were chattering away about their memories, I started introducing those elements in the art. Towards the end of it, I gave them a white fabric, and asked them to sign on it. Then I cut those and stuck them, giving a texture. This gave a very nostalgic feel to the piece. And in six hours, the artwork was ready," says Ganesh.

When the artwork was unveiled, the professionals, with their formidable career positions and attires, turned into excited kids. "They even pointed and said 'hey that's my piece,'"

laughs Ganesh.

For Mayura, there were two articles that stood out. “One was an original memorabilia that captured the leadership summit, an annual flagship event that we started in our year — we had a token that we gave to all our guests. The second one was a bunch of artificial flowers. It’s significant because there was a batchmate of ours who won twice the tuition fee amount in prize money for winning a business plan competition! And these were the very flowers which helped him emerge as the winner. So while these two might not visually stand out, in terms of significance, they shine. While one shows the individual brilliance of a man, the other shows the legacy that we left behind,” smiles Mayura.

ISB alumnus Class of 2004, along with Ganesh Nallari, unveiling the artwork

