

REVISITING FRIDA KAHLO

HELLO! PRESENTS EXCLUSIVE
IMAGES FROM ACE LENSMAN
ROHIT CHAWLA'S ODE TO THE
MEXICAN ARTIST



Rohit Chawla

Neha Dhupia





ART EFFECTS

THE YEAR KICKED OFF WITH AN EXUBERANT ART SUMMIT, WHICH THREW THE SPOTLIGHT ON ARTISTS, GALLERISTS, COLLECTORS, PURVEYORS OF ART AND HERITAGE. HELLO! ENTERS THE VIVACIOUS ZONE AND PRESENTS INDIVIDUALS NOURISHED BY THEIR ROLES IN THIS EVER-EVOLVING WORLD





Jishani Doshi



Saloni Puri



Mithu Sen

Envisaged as one of the most paramount artists of the 20th century, Frida's protean personality has been the subject of my enduring love. I am enraptured by her trenchant side and her benevolence, her steel and her silk, her profound and her trivial. French artist André Breton said it best; Frida's art is like 'a ribbon around a bomb'. This homage is for us to celebrate the creative force that is 'Free Da' and bring her into our everyday lives. When we think about her journey, we realise how simple our life is," says Rohit Chawla.

Taking on Frida's personas in the calendar are Anjolie Ela



Lisa Haydon



Kalli Purie

*Konkona Sen
Sharma*

Menon, Sonal Mansingh, Chiki Sarkar, Konkona Sen, Tara Roy, Neha Dhupia, Lisa Haydon, Mithu Sen, Tishani Doshi and Kalli Purie.


While the visual design is by Chawla, the sartorial re-imagining of Frida was executed and styled by the master of eclectic, even eccentric couture, Sabyasachi Mukherjee with hair and make-up by Sunil Gautam. Sabyasachi managed a



Anjolie Ela Menon with
Sabyasachi Mukherjee



seamless fusion of Mexican and Indian sensibilities to give it a Frida-esque spirit. "This is a part of my continuing series – a photographic tribute to iconic artists, commissioned by the Bird Group." The art calendar has been a regular part of Chawla's repertoire for 10 years now. This year Rohit has also done a calendar for the Jaipur Literary Summit with some of the world's greatest authors like Orhan Pamuk, Wole Soyinka and Vikram Seth. "I feel a calendar is a great democratic medium to get your art in thousands of homes and walls as opposed to confining it to a collector

or a gallery. In these iconic portraits we have retained the soul of Frida and interpreted them photographically in a creative idiom. For me the most difficult part of doing the calendar were my efforts to navigate the different women to choose the one Frida portrait I wanted them to embrace. Also I needed the iconic uni-brow to suit their individual personalities without looking like an unlikely intrusion," says he. 

MAKE-UP: SUNIL GAUTAM
STYLING & CLOTHES:
SABYASACHI MUKHERJEE
THE CALENDAR IS
COMMISSIONED BY THE
BIRD GROUP



Tara Roy