

# A century of Art Deco

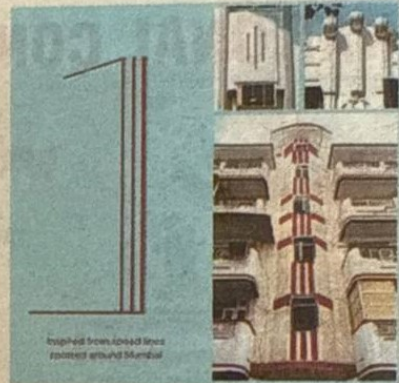
The first day of the New Year is a good time for a new turn. Art Deco Mumbai shared a newly designed logo marking 2025 as the centennial year for the Art Deco Movement. The style originated in France, and was sparked into popularity at the 1925 Paris Exposition Internationale des Arts Décoratifs et Industriels Modernes.

“A centenary in any timeline is an important milestone. Given the city’s deep involvement with Art Deco, not just through architectural style but on many levels, we thought we should celebrate it and show

people how the planned neighbourhoods where they still live in, look. It is often good to highlight what you have, before you jump onto the new thing,” shared

founder trustee, Atul Kumar (left).

Designed by Vandita Shukla, with inputs from the team, the logo has a very Mumbai touch. “We wanted to infuse it with elements that make it relevant to people in India. So, we used several elements spotted around Mumbai Deco buildings. The speed lines and circles are classic Art Deco motifs, and particularly prevalent in the city,” he told this diarist.



(Top) Speed lines on the logo alongside the Dominic building in Girgaon; (above) the new logo. PICS COURTESY/INSTAGRAM