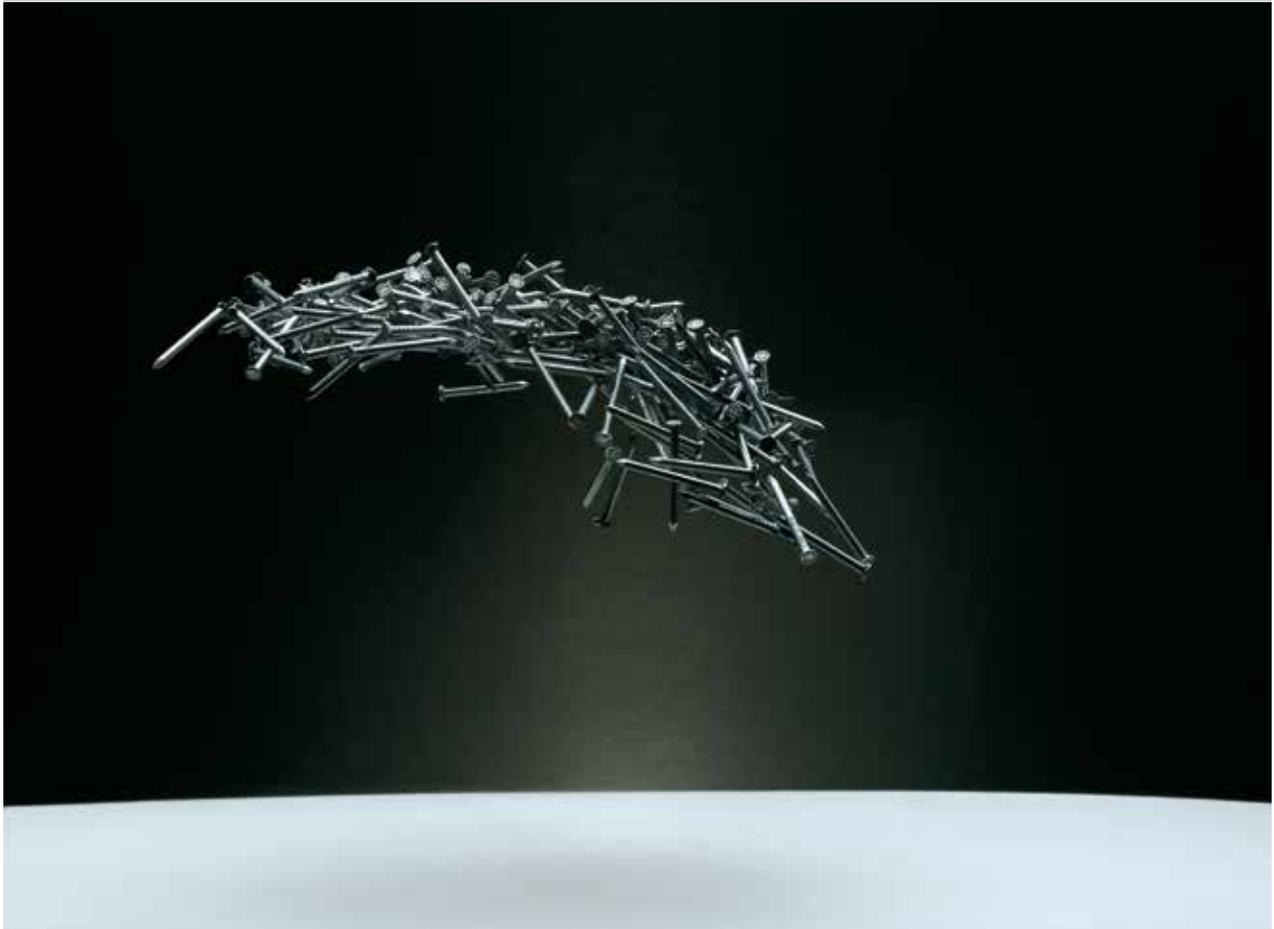


WWW.MERCHANTSOFCOOL.IN

LIMITED EDITION  
FINE ART PRINTS BY  
INDIA'S FINEST



*Levitation. By Suresh Natarajan*

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**WHEN BUYING FROM AN ARTIST,  
YOU'RE BUYING MORE THAN JUST AN  
OBJECT. YOU ARE BUYING HUNDREDS  
OF HOURS OF FAILURES AND  
EXPERIMENTATION.  
YOU ARE BUYING DAYS, WEEKS AND  
MONTHS OF FRUSTRATION AND  
MOMENTS OF PURE JOY.  
YOU AREN'T JUST BUYING A THING,  
YOU'RE BUYING A PIECE OF HEART,  
PART OF A SOUL, A MOMENT OF  
SOMEONE'S LIFE. MOST  
IMPORTANTLY YOU'RE BUYING THE  
ARTIST MORE TIME TO DO SOMETHING  
THEY ARE PASSIONATE ABOUT.**

Merchants of Cool is first and foremost about celebrating the fine art of photography with as many people as it can, in as many ways as it can, through everyday moments. Co-founded by Jatin Kampani, one of India's finest and an internationally acclaimed photographer, and Akshay Sahgal, an art connoisseur, it is meant to be a unique space where on one hand, art is made a part of lifestyle. And on the other, it is an appreciation of how hundreds of hours of failure and experimentation, days, weeks and months of frustration and moments of pure joy, soul-searching and lifetimes come together in one single frame, never to be caught again. The stunning photographic images appear on limited edition photographic prints available exclusively only on Merchants of Cool.



**JATIN KAMPANI**  
Co-Founder



**Akshay Sahgal**  
Co-Founder

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**THE  
MERCHANTS  
OF  
COOL  
CONCEPT  
LIMITED EDITION FINE ART PRINTS**

*The Merchants of Cool portfolio includes more than 200 different works, and 13 of India's finest fine art photographers. Merchants of Cool is one of India's most comprehensive and best curated collection of fine art photography online.*



**Limited Editions**

At Merchants of Cool, you get to purchase hand-signed, limited edition fine art prints. So, once you find your favourite piece, go ahead and show it off to the world. Rest assured, you will be the proud owner of an absolute original.

**The Signature**

The artist's handwritten signature is what makes a work a sought-after original. Each order comes with a certificate of authenticity and are hand signed. Making each piece from Merchants of Cool a valuable original.

**The Merchants of Cool Quality**

We guarantee excellent quality of our pictures by using Hahnemühle Giclee FineArt InkJet Media to print them on. And each product is carefully packaged with the utmost care because we don't like to compromise when it comes to masterpieces.

# A UNIQUE COLLECTION FROM THE BEST FINE ART PHOTOGRAPHERS



**ABHEET GIDWANI** says his passion lies in observing the unobvious. Having started his career in 1990 with a travel company, his love for travel is evident through his work. He went on to study photography at the renowned Speos School of Photography in Paris. He has also been a part of the group exhibition at the prestigious Arles Photo Festival. Currently living in Mumbai, he is also popular for shooting a lot of assignments for movies and editorials with the crème de la crème of the Indian film industry.

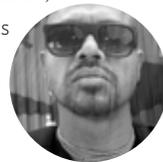
**AJAY SALVI** With a flair for eclectic photography-genres ranging from Advertising to Candid, Portraiture to Landscape & Fine Art, Ajay Salvi uses the camera as a medium to capture and bring to life the simple moments which most of us tend to overlook. It's in this simplicity, that the very essence & beauty of life is seen. With numerous International & National accolades to his name, his work is distinctive and every image Inspires one's heart to flutter on a journey of imagination and exploration; especially with his favourite genre of Photography as an art form.



**G. VENKAT RAM** is a renowned name in Chennai's advertising circle and publishing houses having worked with some of the biggest international brands. Kodak India chose him to shoot for the Kodak calendar, considering him to be one of the leading ad-photographers in South India. His work in the world of Cinema has also been highly appreciated where his images for the promos have been as successful as the movies.



**JOY DATTA** has been practicing photography since the year 2000. After he got his degree in applied arts, his creative instincts took over and he followed his zeal for photography. This passion, intensity and creativity he brought to his work has also poured into images he made. Joy has dabbled in fashion, advertising and films and his work speaks a cinematic language.



**JATIN KAMPANI** graduated to becoming a professional photographer in 1996. A decade later, his work was featured on the cover of Lurzer's, a global advertising magazine. In 2006, 2007, 2008, 2010 and 2011 Jatin Kampani's images won at the International Photography Awards (IPA) and his image was chosen by renowned curators to be a part of the traveling 'International Photography Best of Show'. He's also the winner of the prestigious Black and White Spider Awards and the PX3 Awards, Paris, in advertising, fashion and fine art consecutively, from 2007 to 2011. And has won 'Best Photographer of the Year Award' by 'Asian Photography' in 2011 and 2012.



**PARVIN DABAS** is a multi-talented actor, director and photographer having acted in both cult and mainstream films. He began his photographic journey at the age of 12 when he borrowed his father's camera and started taking pictures.



He has been a passionate photographer for a long time and has won many international awards as well at the International Photography Awards, The Prix de la Photographie Paris, The Color Awards and the UW photography awards. He has exhibited his photographs in Delhi, Mumbai and Chennai.

**RAFIQUE SAYED** woke up one day and found he had an almost empty canvas with pictures of fashion in one corner. That's when he tried to discard the fashion photographer's tag, and shot portraits of real people, nature, still life, cars and hotels. The more he put on his plate the hungrier he became. The legend has two decades behind the camera, has won international best campaign awards and framed the biggest names in Bollywood.



**SANDEEP DHOPATE** is a photographer based in Mumbai, India. His work creates a visual impact strong enough to draw a viewer in and induce contemplation. A recipient of several awards, he has regularly displayed his works at exhibitions and photo festivals both in India and internationally. A wanderer at heart, Sandeep's work explores the overlap between spirituality and sensuality, often questioning contemporary beliefs established through a mass blind acceptance of a generalised truth.



**SSAMEER PAREKH** has lived and worked in Los Angeles, London, Mumbai & New York. His Fine Art works can be seen in the homes and offices of well renowned art connoisseur families in India and overseas. He travels frequently between the US and India on assignments, while continuously pursuing personal projects that have won him multiple awards from the Advertising Photographers' of America (APA Awards) and Photo District News (PDN Awards).



**SHIBU ARAKKAL** has garnered respect across India and international art circles in 15 solo shows and 40 group exhibitions, spanning over 20 years and 250 photographic works that have found homes in private and institutional collections across India, China, Singapore, Australia, Italy and USA. In 2013, Arakkal became one of the very few Indians to have won the prestigious 'Lorenzo il Magnifico' Gold Prize in Digital Art for his work from 'Constructing Life' at the Florence Biennale in Italy.

**SHIVANI GUPTA** is a professional photographer and Indian Classical Mohiniattam dancer from Mumbai, India. Her diverse practices coalesce and influence one another, and in this way, her practice with photography reflects elements of performance art, and documentation. Her visual representation is the outcome of the process and the experience, resulting in highly sensitive and yet powerful imagery. She currently works from her studio in Goa, India.



**SURESH NATARAJAN** is a leading fashion and advertising photographer. His stunning images reflect his belief that creative thinking should be visual. His timeless images have also adorned innumerable editorial covers. For him the idea of the perfect moment depends on the kind of photography you are doing. However, one common factor will be that you will know when you freeze the perfect moment. It will hit you, surprise you and give you great joy.



**SUMER VERMA** began his career in underwater photography and he has continued to focus on creating imagery in the liquid medium for nearly two decades making it his profession, muse and medium. He is one of the most experienced underwater photographers in India, and has been recognised internationally for his work which have won him several awards.

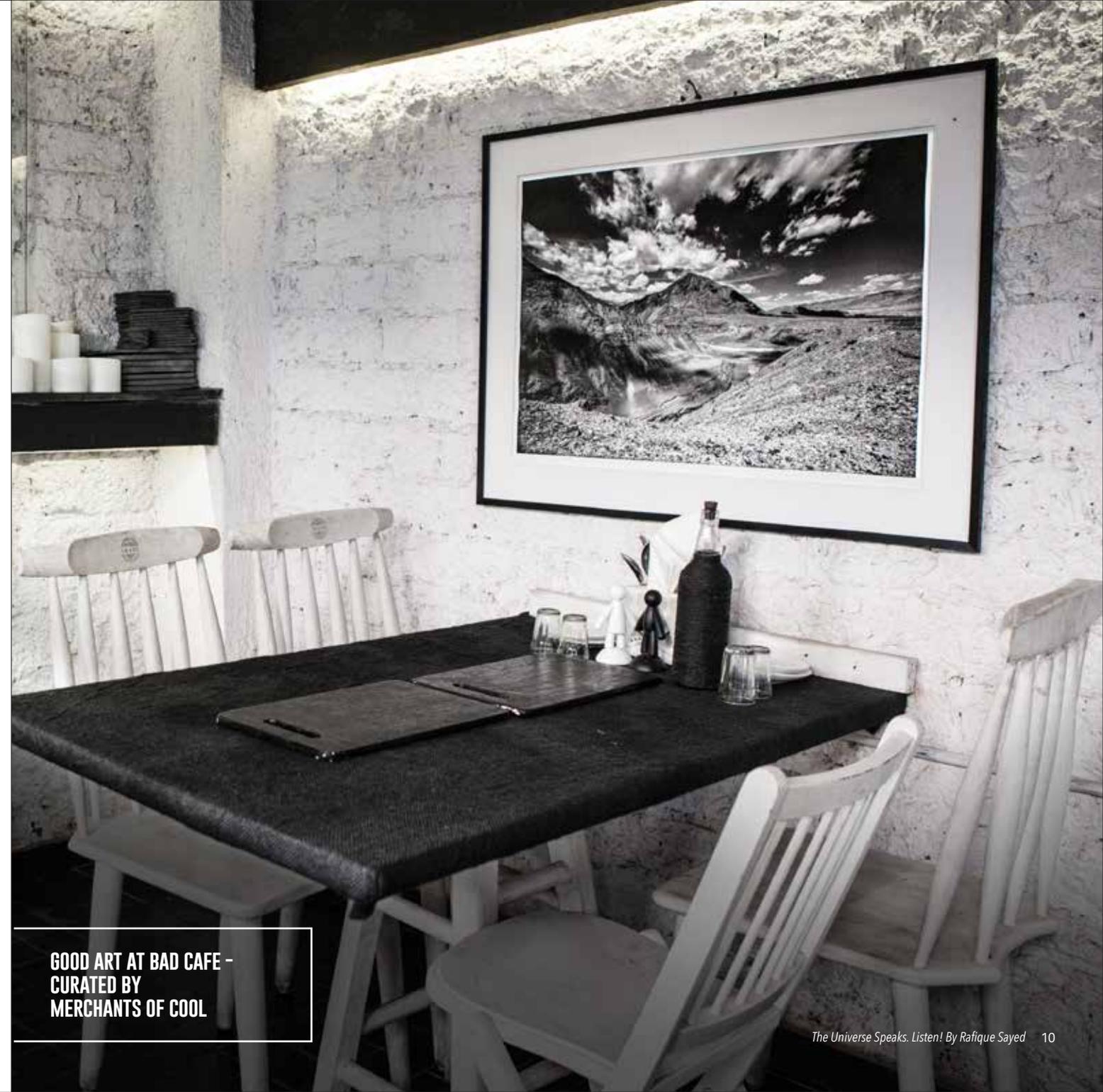




**IF  
YOU  
HAVE  
THE  
SPACE,  
WE  
HAVE  
THE  
ART.**

# RAFIQUE SAYED

THE UNIVERSE SPEAKS. LISTEN!



GOOD ART AT BAD CAFE -  
CURATED BY  
MERCHANTS OF COOL



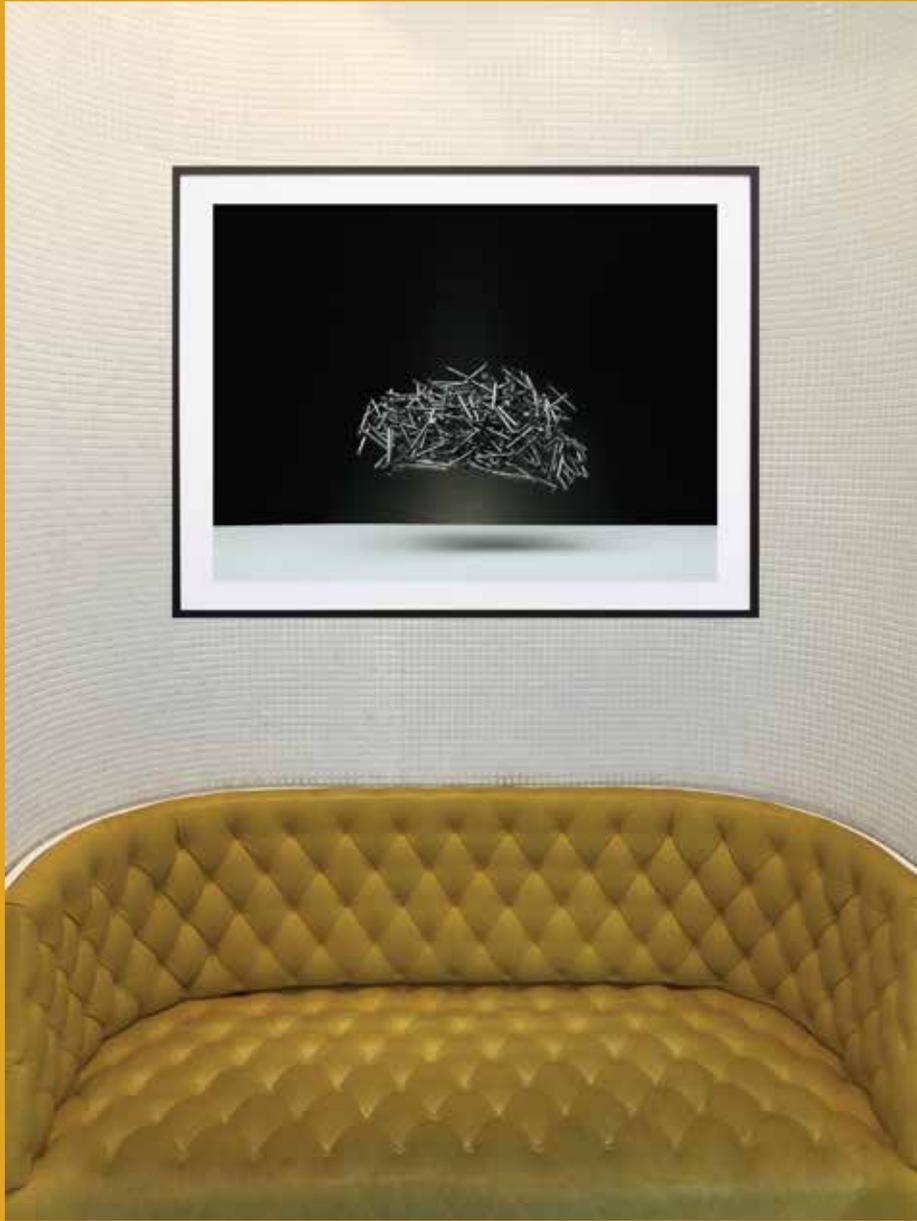
*Flora. By Jatin Kampani*

**NO PLACE IS BORING IF YOU**



*Under Currents. By Sumer Verma*

**EXPOSE IT TO PHOTOGRAPHY.**



*Levitation. By Suresh Natarajan*



*Levitation. By Suresh Natarajan*



*Bhutan Odyssey. By G. Venket Ram*



*Nepathya. By Shivani Gupta*

A  
CAMERA  
IS A  
'SAVE'  
BUTTON  
FOR THE  
MIND.



San Fran. By Parvin Dabas



# SHIBU ARAKKAL

HINGED



## EXHIBITIONS

- 2013 December : Lorenzo il Magnifico' gold prize in digital art, Florence Biennale, Italy
- 2005 : First place award, photography, The Arad International Biennale, Romania
- 2012 May-June : Solo Show 'Dualità', Palazzo Bonfranceschi, Belforte del Chienti, Italy
- 2007 August-September : Group Show 'Emerging India', The Royal College of Art, London
- 2015 February : Represented in India Art Fair New Delhi, Galerie Baudoin Lebon, Paris

## WORKSHOPS

- 2005 January : Artists' workshop, Tsunami relief, Galerie Sara Arakkal, Bangalore
- 2005 : Artists' workshop, Moscow and St. Petersburg, Russia
- 2008 March : Artists' workshop, Ramganga, Uttaranchal
- 2011 February: Conducted 'Introduction to Photo Art' workshop, NGMA Bengaluru
- 2014 July : Conducted an audio visual talk 'Essence of Photography', NGMA Bengaluru
- 2015 February : Conducted talk on smartphone photography, Taj Kuteeram, Bangalore

## AWARDS

- 2013 December : First place, 'Lorenzo il Magnifico' gold prize in digital art, Florence Biennale, Italy
- 2004 July-August : Fifth place, 'Ventipertrenta 04' - International festival of digital art, Italy
- 2005 : First place, photography, The Arad International Biennale, Romania
- 2011 December : First place, 'Ventipertrenta 2011' - International Jury, International festival of digital art, Italy

# MAKING A NAME FOR HIMSELF - SHIBU ARAKKAL



**AN EMPTY  
WALL IS LIKE  
AN EMPTY  
CANVAS.  
WAITING TO BE  
INSPIRED.**



*Luminous Deep. By Sumer Verma*



*Clear Vision. By Abheet Gidwani*



**“NOT  
EVERYBODY  
TRUSTS  
PAINTINGS.  
BUT  
PEOPLE  
BELIEVE  
PHOTOGRAPHS.”**

**-ANSEL ADAMS**

**EXCLUSIVE  
PRINTS!  
CURATED JUST  
FOR YOU.  
CREATED BY  
INDIA'S  
LEADING  
PHOTOGRAPHERS.**

**ART  
OUT  
OF  
THE  
GALLERY**



Today, art is not just about paintings. There are so many forms of art that has come into the fold, be it paintings, photography, music, sculpting, clay modelling, design, street art; the world of art is diverse and colourful.

**ART FINDS MANY HEARTS - EXHIBITION TO MAKE ART ACCESSIBLE TO PEOPLE AT PALLADIUM MALL, MUMBAI**

# DESIGN THAT INSPIRES

At Merchants of Cool we believe that design exists in all forms, field, functions and in all products. The team is dedicated to bringing design within reach and creating an inspiring lifestyle by seeking out the most exciting artists and designers. The vision is to create a destination where everyone can experience and have good design and with a great customer experience, work towards becoming the ultimate design resource.

Photography the way it's meant to be. For Merchants of Cool, a photograph not only frames and captures a moment in time, but speaks volumes through a complex interplay between subject matter, light, contrast, texture, and colour.

**CURATING MODERN DAY ART EXPERIENCES -  
MERCHANTS OF COOL  
AT THE APPA ART FESTIVAL**

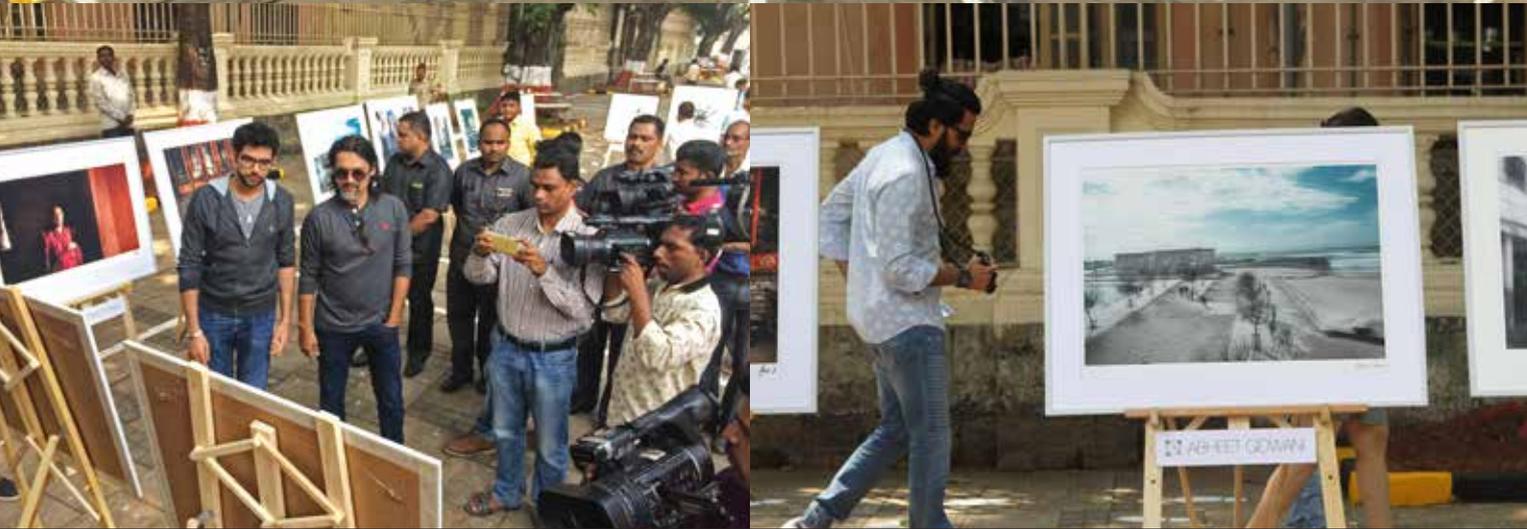


## MERCHANTS OF COOL AT THE COLLABORATION EVENT AT TRANSFORME

India Design ID is the country's largest design event that helps make design more accessible to the masses. For a week, every year, venues turn into a stylish meeting place for talent of upcoming and established designers as well as brands. The event helps create a new generation of creative and business-based talent modules that help fuel the design economy of the country. Merchants of Cool was proud to be associated with India Design ID.



ART FINDS A CANVAS  
OUTSIDE THE GALLERY -  
WEEKEND ART STREET  
AT KALA GHODA,  
MUMBAI



Special Guests - Aditya Thackeray, Riteish Deshmukh

# ART GREETINGS!

You can send it by mail, gift it as a present, or collect it for yourself! You can use our limited edition fine art prints as a message to your near and dear. And the best part is it's easy to hang!



## ART ENRICHES YOUR BUSINESS

Art creates an atmosphere of excitement and inspiration. Whether it is for large or small offices, for hotels or restaurants, the Merchants of Cool limited edition fine art prints create a great way to reach out to clients and the public. Providing an opportunity to make a business's philosophy visible through works of art.



*The Universe Speaks. Listen! By Rafique Sayed*



### Interior Space

Our fine art prints will match your décor with pieces that complement your interior space. We bring you possibilities for presenting art professionally while staying true to your own decorating style.

### Offices

We curate dynamic, innovative and inspiring art that enhance the space and make the 9 to 5 work hours seem enjoyable. Modern office spaces reflects the personality of a business and we understand the importance of providing an environment that can set them apart and inspire employees.

### Hotels

A common trend among top hotels is to fill their spaces with original art. Our limited-edition prints can be used to tell an interesting narrative about their properties and make them more memorable. Furthermore, each print helps make their property unique, rather than resembling many others.

### ART EXPERT'S OPINION

So you've found your favourite Merchants of Cool fine art print, but you need some inspiration for where and how to hang them? Look no further! Simply contact us and we can provide you with tips and numerous suggestions for gallery walls that are popular in both professional and private spaces.

# THE MERCHANTS OF COOL CANVAS

## Studio

5/2 Mahalaxmi Industrial Estate,

Lower Parel,

Mumbai 400013.

India

## Corporate office

Merchants of Cool

123, Tantia Industrial Estate,

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**Designed by**  
Sparrow Co.

**Printed by**  
Positive Prints





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