

C R E A T I V E

गगा

#50

Stay Home and
Make Art

Shahul Hameed Pg 34

Fighting Corona
with Colours

Ranganath Krishnamani Pg 40

Sketching The
Lockdown Away

Uday Mohite Pg 46

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SPECIAL Creatives in Lockdown

01

My Firsts. 'When was the last time that you did something for the first time?' The lockdown has opened the doors of creativity enabling people to try new things for the first time.

02

Zero Cases. Developed for the 36 days series; the number zero which is moving fast and, in frenzy, just like the virus. It also symbolises the hope to bring down the number of COVID patients to zero.

03

IQ: I'm Quarantined. The animation shifts the 'Q' away from the 'I' and forms a dotted line around it symbolically representing quarantine.

04

Four walls. By taking a number and deriving art out of it, GCD Studios took the number four, to depict an enclosed space with 4 walls encouraging people to stay at home.

05

ASAP. Tweaking the popular slang to the new terms, the team has derived "As sanitised as possible" from ASAP. The animation shows a wipe effect from black to white, communicating sanitisation.



GCD Studio

Set up in 1997, Gopika Chowfla Design is now GCD Studio as it became a partnership in 2013. The studio specialises in high quality creative solutions for brands, marketing and communication.

► Gcdstudio.in



THE NEW SLANG!

While quarantine and lockdown were inevitable, the team of GCD Studio has mixed up these emotions to create art with humour, which will make you smile and ponder.

The entire team of GCD Studio has been connecting, sharing ideas and suggestions over conference calls and meetings.

Working from home is inevitable and the team members keep sharing their creative hobbies and activities over their mandatory 11 am calls to keep their spirits high and imbibe a positive attitude to remain sane. Finding a disciplined routine amidst a schedule which requires one to do household chores, was an initial challenge they faced but are now more accustomed to this new routine. Despite that, the team misses their one to one brainstorming sessions and personal interaction at the office.

Taking inspiration from the COVID19 as the discussed topic, GCD Studio has created a new blog that addresses the subject relevant to a particular time. They regularly post about their interpretations of public interest on their social media pages. Along with this, they have been researching on how adversity can ignite creativity, for example talking about the creative inventions that came out of the Great Depression of 1929. Self-motivating and positive people in the team, contribute well to the spirit of their work and emotional wellness as well. They believe that the world is progressing towards a 'contact-less' time where a lot of things like shopping and banking or watching a movie completely sift to online. In the past few years, artists have made their shift to the digital medium, which might increase rapidly. GCD team believes that there is a lurking fear of the unmatched glory and quality of print medium dying, especially post the pandemic ■

