

Point of Hue

Point of Hue is a lifestyle brand epitomizing exclusivity and customized solutions for each one.

Our canvases are full of promising colours that are **youthful, luminescent and bright**. Taken in by ordinary subjects we also keep *you* in mind as we paint.

Each customer has his own peculiar needs and we cater to that. From organizations to lone individuals, from hotels to companies, **our art attempts to follow the principles of your décor and design**, in addition adding meaning and value to the space it is applied in

Many times the highlight of our **paintings has been a concept-based strategy**. And this has won us clients which are both architects and large corporations with art-buying and appreciating departments.

Our Domain:

- **Management Meets Art: Integrating the Two**
Art should be inspirational – Our aim is to grow creativity within corporations, through our designs and vision. Creative and vibrant workshops are communicative in ways that few pieces of Corporate Communication can be.
- **Customized Artwork for Individuals and Architects:** Selling art to individuals who collect and display paintings in their homes and the offices & work with architects who design structures keeping the artistic perspective in mind.
- **Art for each one : Untapped & the Limited Editions.**
A huge market potential lies in reaching to the ones who would look at art differently and would like to have at least one.
- **Art Gifting : A gift for someone you love.**
For every occasion , for every event . Creating goodwill , recall and capturing the essence and significance of that special day.

- **Helping the Needy and Underprivileged: Social Responsibility .**
We sell art to help raise funds for NGOs & teaching art at a number of NGOs so that kids and adults both can benefit and experience the richness of its form.
- **Youth Involvement : The Strength.**
Youth empowerment is an global agenda and one of our main aim is to get the youth involved in artistic pursuits and adventure to give them exposure , bring out the best talent and contribute to the newness in the industry.

About the Artist: Prashale Gaikwad , Founder Point of Hue , an artist with a advertising , marketing background and corporate experience , ventured into the artistic endeavor with the focus to develop art perspective, application in functional art along with teaching the art of channelizing creative thinking .

Through this initiative, she has reached a vast audience ranging corporate financial firms, NGOs, Architects , Government Organizations and schools, connecting with global buyers & patrons including IDBI Asset Management, Tata Capital , Marsh Insurance Brokers & Birla Associates to name a few and reaching out to several Tier- II & Tier – III cities . Gaikwad’s passion for *intense abstractionism* has led her to make and sell about 500 paintings so far - her first order being from the Directors of the Birla Group.

In addition, she has worked with NGOs for the Underprivileged such that they can have access to the huge benefits of art. These initiatives led her to be recognized as a Global Shaper at the World Economic Forum **2012**. She has also worked with mentally-challenged children at the Swayamsiddh Organization teaching them art that is liberating and therapeutic. Moreover, POH sold art in a fund-raising drive for Swayamsiddh in 2012.

Interview Links :

<http://www.womenentrepreneursinindia.com/prashalee-gaikwad-point-of-hue-art-business/>

<http://getahead.rediff.com/slide-show/2010/mar/22/slide-show-1-entrepreneurs-interview-with-artist-prashalee-gaikwad.htm>

<http://www.globalshapers.org/shapers/prashalee-gaikwad>

https://www.youtube.com/watch?v=OACGb_WV2WE

Leadership & Events:

- a. Featured in Birla Internal Magazines on Women Empowerment
- b. Speaker on Naval Welfares Wives Association for ' Women Empowerment' Seminar by the Western Naval Command
- c. Guest Speaker at Tata Capital for ' Strength of a Woman ' seminar
- d. Featured on MI Marathi channel for support on art development workshops for social groups.
- e. **Recognized as the Global Shaper (Mumbai) at the World Economic Forum for Leadership Qualities , Commitment &a catalyst for a social change .** Guest Speaker at Tata Capital for ' Strength of a Woman ' seminar
- f. Featured on MI Marathi channel for support on art development workshops for social groups.
- g. **Recognized as the Global Shaper (Mumbai) at the World Economic Forum for Leadership Qualities , Commitment &a catalyst for a social change .**





Testimonials:

Prashalee's work is vibrant, reflecting her youthful energy on canvas, letting the colors create the happy hues! Her explanations of her creations are garnished with focused passion by which one can attempt to understand the origins of the graceful, yet definite, strokes depicting the feminine forms of happiness, freedom, individuality. The dark brush strokes seem to be sure footed on the sometimes white open spaces, beautifully merging into a meadow of well chosen colors.

It is a pleasure to hear her tell the story of her transition from a management student to a corporate being and more recently to an enriched life full of colors on canvas – all her very own!

Kashmera R Mewawala, (Head – Business Development , TATA CAPITAL LIMITED)

Naina and I met Prashalee at the Kala Ghoda Art festival, mumbai early this year. This bundle of Talent fascinated us with her breathtaking and exclusive paintings- and all at such a young age! Proud to see yet another budding star from the FAUJI STABLE! Heres wishing Prashalee the very best in all her endeavours, notably the Point of Hue brand. May GOD Bless her with all success and glory. Happy landings always.

Air Commodore KP Unnikrishnan Nair VSM, (Deputy General Director , New Delhi)

I saw Prashalee's paintings at her stall at the Kala Ghoda Art Festival and was very impressed. Instead of the usual semi-depressing pictures of women, babies and

starving people her paintings were vivid, swirling with movement and color and dynamic even in repose. They represent to me the new India, where achievement is a virtue and positivity is not a bad word. “Me and Joy”, “Point of Hue” and the others speak to me of this energy that I find lacking in many who profess to be wedded to art.”

Mr. Krishnamurthy Vijayan, (Managing Director & Chief Executive Officer , IDBI Asset Management Ltd.)

My interaction with Prashalee always make me wonder of the rare combination of artistic talent and business acumen that she packs into every plan she makes and step she takes. I can very well relate to the challenges she must have faced in her successful transformation from a branding professional to an artist, having gone through a similar journey myself when I stepped out of Ernst & Young to join Aura Art. I am particularly drawn to the "Master of the Wanderer" series, since it reminds me of my own spiritual search and more importantly of my Master, ShriParthasarathi Rajagopalachari, President of Shri Ram Chandra Mission.

RishirajSethi, (Chief Strategist, Aura Art)

Prashalee is an amazing artist for someone of her age. Her strokes are full of confidence and has a very matured hand. The use for the colours to represent the mood and feel of her subject are very original and unique to her.

Thank you Prashalee for the excellent pieces we get to see and experience because of you.

Rahul Agasti, (Fashion Designer)

Prashalee's work speaks volumes with its interesting use of colors and textures. Each of her paintings tells a unique story that she creates by using different

patterns. I am impressed by her talent as an artist and her professional attitude. Her turnaround time is excellent and she is quick to respond to all queries and requirements.

Sanjay Kedia, (Country Head &CEO , Marsh India Insurance Brokers Pvt. Ltd)

I am quite impressed by the range of the expressions in your paintings and the various themes which you have tackled in such a short time.

I think you have already traveled a good distance in short time in this journey into arts and the further path will be much more exciting and challenging.

I wish you all the success for future endeavors.

ChandrashekharDeopujari, (Associate Professor and Consultant in Neurosurgery , Bombay Hospital)

I have known Prashalee for over a decade now ... I am so thrilled to see her progress over the time ... a very spectacular blooming of an overall personality from a student who wanted to do something in marketing into a person who passed her masters in colours to her MBA stint where she never stopped experimenting with herself ... she is an alround person and those ideas are reflected in her paintings ... real thought provoking and touching the soul as I am sure she will not do any thing without energy zeal passion and innovation and all this energy is seen in her creativity.

Harish Aiyer, (Director ,Softcell Co. & Hon SecrataryBharatiyaVidyaBhavan, Navi Mumbai Kendra.)