

Ideas Boutique | Art Escape | TLMP | Inspire Trust  
*...a decade of successfully turning concepts into reality*

*To have a vision is admirable, to bring it to life is commendable, to sustain it is exemplary.*

Vinesh Iyer

Architect - Designer  
Music - Art & Design Curator  
Cultural Ambassador

Darryl Noronha

Graphic Designer - Branding Expert  
Artist - Musician - Curator  
Cultural Ambassador

Founders, Creators, Curators, Producers of Unique IPs in  
Hospitality | Live Music | Art | Culture | Environment | Education | Social Sector

#### **WHO WE ARE -**

Vinesh Iyer – Presently Director in Art Escape Resorts Pvt.ltd & IDEAS BOUTIQUE  
FOUNDER TRUSTEE - INSPIRE TRUST registered NGO in Goa

Vinesh (Architect/Designer - Music/Art Curator & Cultural Activist) brings in 20 +yrs of multidisciplinary practice working with urban & rural communities in &a around Mumbai, govt. bodies, consultant to MMRDA & Municipal Corporation, NGOS, environment , executive member CRIT (NGO).

Co-Founder and Creative Director of MADe Designers & De FACTO Pvt Ltd.  
His passion is working hands on & working in areas of sustainable development & planning, alternate energy, alternate kids education, farming, films & music .

Darryl Noronha – Presently Director in Art Escape Resorts Pvt.ltd & IDEAS BOUTIQUE  
FOUNDER TRUSTEE - INSPIRE TRUST registered NGO in Goa

Darryl (graphic designer, branding expert & artist) brings in 25+ yrs of experience in the creative discipline from running Graficity Design Studio, NEWD & Creative Director Retailscape. His passion is exploring different mediums of painting & music, understanding land ,nature & farming traditional & modern methods hands on, kids education & environmental solutions

#### **Trailblazers**

**Ideas Boutique** – Creative Design Studio & Think Tank of Intellectual Properties (IPs) for self and corporate brands in multidisciplinary domains. Our brands under Ideas Boutique include:

- **Art Escape** – Eco Art Space that combines environmentally-friendly living quarters with hands-on experiences in food, art, music, culture, and sustainability.
- **The Live Music Project (TLMP)** – National and International live music platform.
- **Inspire Trust** – Goa-based, not-for-profit organization that brings together those who wish to learn with those who know and wish to share, through workshops, masterclasses, etc.

## **Beyond Chillin'**

A first-of-its-kind hospitality space, **Art Escape** Eco Resort, near Vaddi beach, Benaulim, ran from 2009 to 2013, offering 12 bamboo cottages along with an active resto-lounge bar and dedicated workshop-cum-relaxation space.

Through it, Ideas Boutique introduced Goa to the concepts of learn-by-doing and hands-on experiences in art, music, food, environment, and education.

We conducted supper theatres, supper film screenings, Goa's first Open Mic & Inspire Talks—where people from across the globe were invited to share their inspiring stories, Sufi and folk music festivals (in collaboration with Bangla Natak), gypsy jam nites, revival of the Indian Classical Music Project, workshops on solar cooking, art, pottery, dance for adults and kids, a series of photography workshops called Goa Through A Lens, full-day summer camps and courses for children, and yoga and meditation retreats.

**Vision 20-25:** 'The Art Escape Experience' will offer, once a month, diverse cultural experiences in food, drinks, music, dance, theatre, and film, at different, interesting locations.

<https://www.facebook.com/pages/art-escape-go/163206737024011>

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## **The Sounds of Music**

Through **The Live Music Project** (TLMP) we curate, programme, promote, present, produce and manage national and international performances with a vision to support emerging and established musicians across all genres of music.

Since its inception in 2009, TLMP has initiated its own properties: TLMP-Specials | Unplugged | Gen Next | Monday to Sunday Night Jazz | Gypsy Jam Session | Big Jam Night | Fresh | Party | Legends | Tributes.

We also co-own the Goa International Jazz Live Festival that TLMP had revived in Goa after 20 years in 2013. This IP was acquired by Teamwork Arts Pvt. Ltd. in 2016. And, in 2014, we co-organized Vans New Wave Festival: One of Asia's biggest indie music festivals.

### **TLMP at a glance:**

1,000+ Concerts

750+ Bands

200+ International bands

1,500+ Artistes/Musicians

15+ Festivals (Jazz | Blues | Rock | Reggae | Folk | Indie | World | Fusion | Electro | Classical)

25+ Venues

Over 1.5 lakh audiences

Bands/Artistes from over 40 countries including France, Canada, Russia, UK, USA, Brazil, Cuba, Ukraine, Italy, Sweden, Switzerland, Spain, Australia, Poland, Réunion Island, Ireland, Belgium, Lithuania, Austria, Columbia, Morocco, Turkey, Zimbabwe, Mozambique, Israel, Egypt, Argentina, Peru, Denmark, Luxembourg, Japan, Korea, Indonesia, Nepal and Thailand.

**Vision 20-25:** Our target is to host 30 curated gigs a month at 7-10 venues across Goa and even in cities like Mumbai, Delhi, Kolkata, Pune, Hyderabad, Chennai. Taking TLMP to around the globe

- TLMP community Radio, Tlmp Records, Tlmp Jam Pad , Tlmp School of world music
- Multiple Genre Festival World/gypsy/Balkan/folk/fusion/ethnic & more
- The New Orleans-Goa Exchange – The Brass Project
- The Last of the Musicians archives & Revival concert series
- Live Festivals is bringing together art, cultures, music, design, sustainability from around the world which culminating of all art forms in one space.

<https://www.facebook.com/groups/TLMPGOA>

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### **Giving Back**

In 2014, we registered **Inspire Trust**, a not-for-profit organization focusing on education, environment, awareness/intervention, community development, revival of music, arts and crafts, and art and life/livelihood projects.

It is formed by the collective experience and proficiency of architects, designers, educators, engineers, artists, scientists, innovators and other creative enthusiasts with its main aspiration to make possible a vibrant and stimulating environment for dreamers, thinkers, learners and artists.

Our projects have included an art manual for children with disabilities, teachers training courses, community awareness projects, and a weekly series of best-out-of-waste workshops and products; music workshops; the first International artist residency in Goa in 2015 and the first International book art biennale in Asia in 2016, both under Art for a Cause. We also created an ASAP island: where we made platforms, rafts, exhibition spaces, and floating structures, all out of waste!

**Vision 20-25:** We are working on developing teams, resource people, project managers, volunteers and a project director for the trust.

<https://www.facebook.com/theinspiretrust>

## **The Road Ahead**

**Ideas Boutique** – In 2020/2021, Ideas Boutique will have an Experimental Studio & Art Space in South Goa.

**Live Lounge** – Ideas Boutique will re-launch its celebrated franchise brand, Live Lounge (Colva, 2013 to 2015) as Live Lounge Culture Café | Bar & Kitchen, at Seraulim. In its new avatar it will offer more than just live entertainment. It'll be a place for you to blend-in and discover cultural culinary flavours and art styles from around the world.

**TLMP Play** – The learning division of TLMP. Initially specific to music and sound, it aims at providing training, in the form of seminars, workshops, masterclasses, etc, at different levels of complexity to students/participants with different levels of expertise. This training would later extend to other creative streams such as design, art, photography, etc.

**Inspire Land** – A project of movable/flexible/portable architecture that runs completely on alternate energy with traditional/modern methods of farming as the base and uses localized and innovative construction methods and materials. It can serve as a platform for creative activity and also as a showcase for goals such as environmental concerns and sustainable designs for the future.

**Inspire Home** – An experiential art boutique luxury stay & art design store in Raia that will showcase everything in the space of art that can be used and purchased. From furniture to décor items, rugs, cushions, cutlery, crockery, chef-driven food art, organic farm-to-table experiences... the space is meant to give you a holistic art & culinary experience!

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## **Let's Work Together**

We are looking for **space (land/old house) and investors/partners** for our existing and new projects.

We offer over 25 years of collective Graphic Design, Branding, Strategy, and Space Design practice and over 10 years of experience creating Concepts & Projects in multitudinous domains—we basically offer **cost-effective concepts and solutions that reduce overheads.**

We also have a **partnership with around 15 Embassies and Art Councils** from across the world; **local, national and international resource people** for potential collaborations and partnerships; **network and access to artistes/bands** across India and abroad and we are **associated with top production companies and brands** in India.

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*Vinesh Iyer and Darryl Noronha are Directors in Ideas Boutique LLP, Art Escape Resorts Pvt. Ltd. and are the Founder-Trustees of Inspire Trust, an NGO registered and based in Goa (Registration no. MGO-BK4-00039-2014).*

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