



**THINK OF A WORLD WHERE  
CREATIVE BLOCKS  
DON'T EXIST.**



**WHERE YOUR HANDS ITCH TO CREATE.  
YOUR MIND BUZZES WITH POSSIBILITIES.  
& YOUR CREATIVITY FLOWS LIKE BREATH.**





**NOT BECAUSE YOU'RE SUPERHUMAN.  
BUT BECAUSE YOU'RE IN THE RIGHT SPACE.**

**WITH THE RIGHT PEOPLE.  
WITH THE RIGHT ENERGY.**





**HAATHBAAZI**  
THE SPACE TO CREATE

that's

**HAATHBAAZI**

THE SPACE TO CREATE



# BRAND CORE

## **FOR**

Creatives who need a physical space to turn their ideas into reality.

## **I AM**

A three-story creative space where artists make, collaborate, and grow together.

## **I BELIEVE**

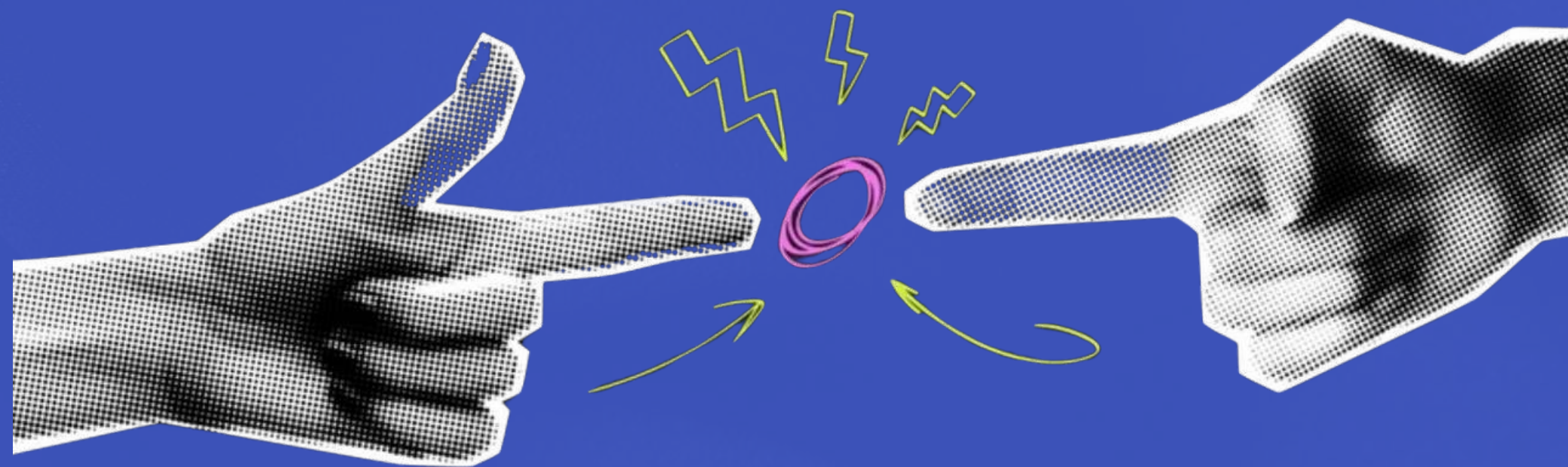
Hands-on creation in shared spaces unlocks our best ideas.

## **I DO**

Provide the tools, community, and environment that turn creative blocks into breakthroughs.

## **BY/WITH**

bringing together artists, materials, and spaces that make creation inevitable.



• art gallery • creative retreats • artist residencies • workshops • events • community space • cafe • merch • art therapy • zine making • print runs • portfolio reviews • sketch sessions • writing mornings • co-working • artist meets • curator talks • exhibitions • pranita's offline copywriting workshop • coffee tasting • art brunches • film screening • meditation hours • book nooks • music



# BRAND ENEMY



THE PARALYSIS OF  
PERFECTION THAT KILLS  
CREATIVE MOMENTUM

# HAATHIBAAZI IS THE

inspirer

fire starter

empowerer

spirit-kindler

& the school art teacher who made you believe  
you were creative and wacked you when needed



# TONALITY SCALE



## Inspiring & Kind

Self Reflecting



Preachy

Inspirational



Practical

Emotive



Stoic

Stimulating



Soothing

Expressive



Contained

and, witty when needed

# WHAT I BELIEVE IN

The idea that's inside you,  
breathes better when it's  
outside of you

Creative  
expression is  
healing

Creating is how  
you connect  
with yourself

# WHAT MY CUSTOMERS BELIEVE IN

WHERE ARTISTS GO WHEN  
THEIR WALLS CAN'T TAKE  
ANY MORE ART.

HAATHBAAZI  
THE SPACE TO CREATE



# WHAT I HATE

self doubt



not having  
the space to  
be yourself



thinking of being creative  
but not actually being  
creative



creative block



criticism/troll  
ing



not being on the  
"playground"



# WHAT MY CUSTOMERS HATE

YOUR  
CREATIVITY  
CALLED.  
IT'S TIRED OF  
YOUR COUCH



**HAATHBAAZI**  
THE SPACE TO CREATE

# WHAT I LAUGH AT

imposter  
syndrome

"I'll start  
tomorrow"

self doubt

perfectionism

Procrastination

# WHAT MY CUSTOMERS LAUGH AT

**HAATHBAAZI**  
THE SPACE TO CREATE

**YOUR ART TEACHER WAS RIGHT.  
YOU JUST NEEDED THE RIGHT SPACE.**



# BRAND PERSONALITY

IF I WERE...

CAR

**AN SUV**

BECAUSE: BUILT FOR CREATIVE WANDERERS AND THEIR TOOLS

ALCOHOL

**A CRAFT BREWERY**

BECAUSE: COMMUNITY-MADE, BEST SHARED, ALWAYS EXPERIMENTING

CELEBRITY

**FRIDA KAHLO**

BECAUSE: RAW, REAL, AND MAKES ART FROM LIFE

FOOD

**A POTLUCK DINNER**

BECAUSE: MADE BY MANY HANDS, SHARED WITH HEART

MOVIE GENRE

**MAGICAL REALISM**

BECAUSE: MAKES EVERYDAY LIFE EXTRAORDINARY

SPORT

**GULLY CRICKET**

BECAUSE: CREATIVE, COMMUNAL, AND HAPPENS ANYWHERE PEOPLE GATHER

CLOTHING

**PAINT-SPLATTERED DENIM JACKET**

BECAUSE: WEARS ITS STORIES, GETS BETTER WITH USE





Vienna  
Billy Joel

Slow down you're  
doing fine  
You can't be  
everything you  
want to be before  
your time



BILLY JOEL THE STRANGERS

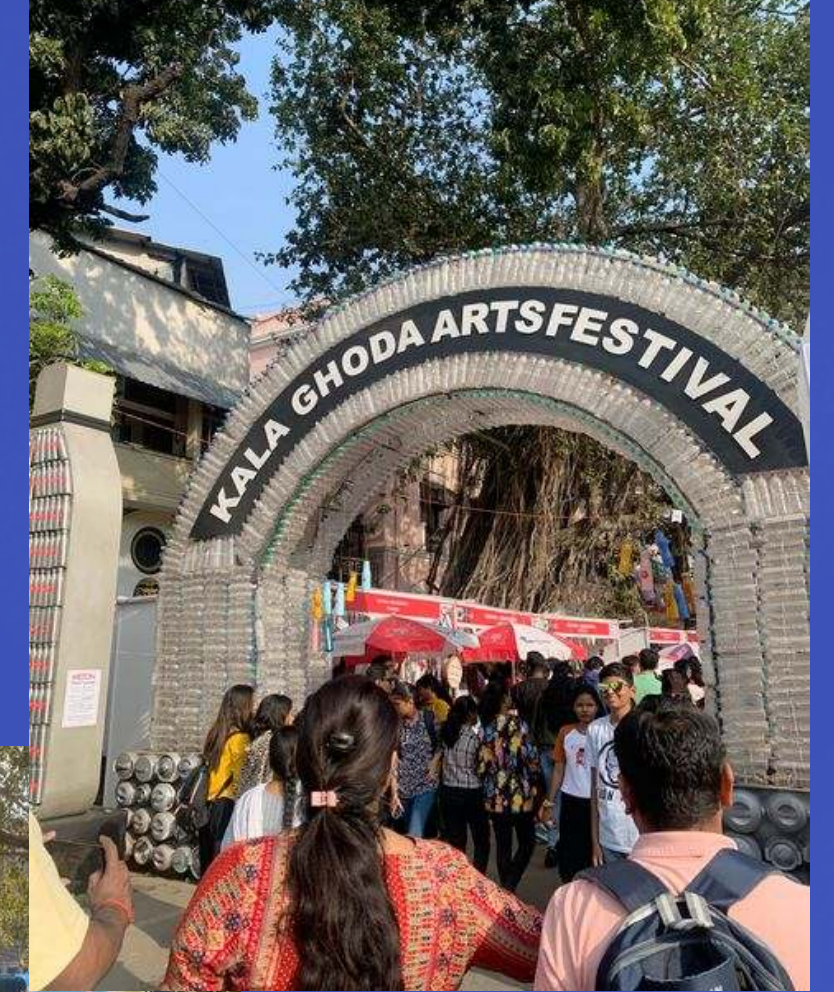
**VIENNA** 1977

artist BILLY JOEL  
album THE STRANGERS  
genre SOFTROCK CLASSICROCK ADULT CONTEMPORARY  
SINGER-SONGWRITER

IF HAATHBAAZI  
WERE A SONG

# HERO

Annual "Haathbaazi Arts Festival" - a week-long celebration with masterclasses, exhibitions, and collaborative art installations



# HUB



- Weekly Instagram Live sessions: "Studio Sessions with Haathbaazi"
- Monthly themed challenges: "Creative Prompts"
- "Artist Spotlight" series featuring studio members
- Behind-the-scenes of ongoing workshops
- Time-lapse videos of artwork creation in the studio
- "Tuesday Tips" series showing creative techniques
- "Studio Stories" - weekly community highlights
- "Work in Progress Wednesday" featuring current projects



Studio updates, workshop updates, event updates  
Motivation, tips, resharing relatable content

# HYGEINE

# MOOD



# BO ARD

# THE CENTRAL TRUTH



Creative blocks aren't natural.  
they're a symptom of isolation.

When we're surrounded by the right  
energy, the right tools, and the right  
people, creativity becomes our default  
state.

# JOIN THE MOVEMENT

PHONE

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EMAIL

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ADDRESS

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WEBSITE

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