

Asian Paints and St+art India Foundation Mark World Caring Day with 'Project Udaan'

Category: Business

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In a heartfelt celebration of **World Caring Day**, **Asian Paints** and the **St+art India Foundation** launches **Project Udaan** at **Arpan Charitable Trust** in Vadodara-an institution that supports and educates children with special needs. As the latest chapter under their **St+art Care** initiative, the project reimagines the school environment for neurodivergent children with conditions like autism, cerebral palsy, and Down syndrome, through thoughtful use of colour, texture, and material. With interactive, sensory-friendly zones, Project Udaan creates a space that feels safe, engaging, and joyful, honouring the different ways children see, feel, and connect with the world around them.



Asian Paints St+art India – Project Udaan, Arpan Charitable Trust interiors

Born out of a shared vision between Asian Paints and the St+art India Foundation, St+art Care is a long-term initiative dedicated to making public institutions more inclusive, welcoming, and emotionally responsive through the power of art and design. *Project Udaan* is the third intervention under this initiative, following a vibrant transformation of a children's hospital in Noida and *Project Sparsh* at a school for the visually impaired in Rajasthan. Each project reflects a deeper purpose-not just to beautify spaces, but to create impact, spark connection, and start conversations around care, inclusion and empathy.

Project Udaan draws inspiration from the butterfly, a symbol of transformation, while also echoing this year's World Caring Day theme, '**Celebrating Every Journey.**' At Arpan, the school's play area has been reimagined to bring this vision to life. With Asian Paints' carefully curated textures, colours, and interactive surfaces, a once ordinary space has been transformed into a vibrant environment that both soothes and

engages the senses. A soaring butterfly mural on the school's faade now stands as a symbol of hope and possibility, a gentle reminder of the beauty of growth and the limitless potential within every neurodiverse child.

Developed through a co-creation process with students, artists, and designers, Project Udaan was led by artists Amrit Khurana and Anikesa Dhing. Drawing from her lived experience with autism, Khurana designed tactile, predictable elements that promote comfort and expression. Dhing complemented this with textured contrasts to encourage calm interaction. A hands-on workshop at Arpan, facilitated by Siddhanth Shah of Access For ALL, gave children the chance to explore textures, tools and colours, ensuring their voices directly shaped the final design.

Asian Paints' expertise in material and colour innovation brought the vision to life with Royale Play textures, matte pastel emulsions, and tactile Nilaya fabrics and wallpapers. These elements create an engaging, multi-sensory environment that stimulates exploration while offering grounding. The matte finishes reduce glare for visual ease, while sensory rugs, pompom-textured surfaces, and cocoon-like structures cater to diverse sensory needs.

Speaking about the initiative, **Amit Syngle, MD & CEO, Asian Paints** said, *"At Asian Paints, we believe spaces should do more than exist-they should evolve with their users. Project Udaan under St+art Care reimagines how thoughtful design can create an inclusive environment, where walls invite interaction, and colour provides clarity and comfort. By integrating textures that respond to touch and materials that support sensory needs, we've built a space that adapts to children, rather than the other way around. While we continuously reinvent ourselves to create beautiful homes for our consumers, we extend the same passion and empathy to create beautiful and safe spaces for all, with our partners at St+art India."*

Arjun Bahl, Co-founder, St+art India Foundation, added, *“With St+art Care, we extend our vision of making spaces more open, accessible and engaging. Project Udaan transforms art from a decorative element to an interactive experience, creating familiarity and comfort for neurodivergent children. This initiative is about rethinking how creative interventions can transform everyday spaces into something more intuitive and inclusive. At its heart, Udaan embodies ArtForAll, where design is a language that speaks to everyone, regardless of how they see or experience the world.”*

Project Udaan – A space for neurodivergent individuals by Asian Paints and St+art India

Witness the unique Project Udaan by Asian Paints and St+art India in this YouTube video: youtu.be/vRHU2Ci_65o

About Asian Paints Limited

Since its founding in 1942, Asian Paints has become India's leading and Asia's second-largest paint company, with a consolidated turnover of Rs. 33,797 crores (Rs. 338 billion). It continues to uplift spaces, transcend the boundaries of colour and design, creating a positive impact on the lives of customers. The organization operates in 14 countries and has 26 paint manufacturing facilities globally, servicing consumers in over 60 countries. Asian Paints has always been a leader in the paint industry, innovating and introducing new concepts in India like Colour Ideas, Beautiful Homes Painting Service, Colour Next, and Asian Paints Beautiful Homes Stores.

Asian Paints manufactures a wide range of paints and coatings for Decorative and Industrial use and also offers specialized painting and interior decor solutions. The decorative business portfolio also includes the SmartCare range for waterproofing, WoodTech products for wood finishes, and the Adhesives range for all surfaces. Asian Paints also offers a wide range of Home Decor products and is one of the leading players in the

integrated decor space in India, offering Modular Kitchens and wardrobes, Bath Fittings and Sanitaryware, Decorative Lightings, uPVC windows and doors, Wall coverings, Furnitures, Furnishings, Rugs, etc.

About St+art India

Since 2014, St+art India Foundation has been working across the country to reimagine public spaces through art, making creativity more accessible and inclusive. In a country where art is often confined to galleries and a select audience, St+art fosters new ways of experiencing art-bringing it into the everyday lives of people and bridging socio-cultural divides.

Through art districts, festivals, and public interventions, St+art has transformed urban landscapes across 25+ cities, creating meaningful engagements between communities, artists, institutions, and local governments. Over the last decade, the foundation has facilitated 500+ artist collaborations, producing over 600 murals and installations in India's major cities. These projects have not only revitalized cityscapes but have also provided platforms for cultural exchange, dialogue, and collective expression.

With seven art districts and 25+ festivals to its name, St+art continues to champion the idea of ArtForAll, ensuring that art is not just seen but experienced, interacted with, and shared.

