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# COVID CRUSADERS: DHRUVI ACHARYA & CHEMOULD PRESCOTT ROAD

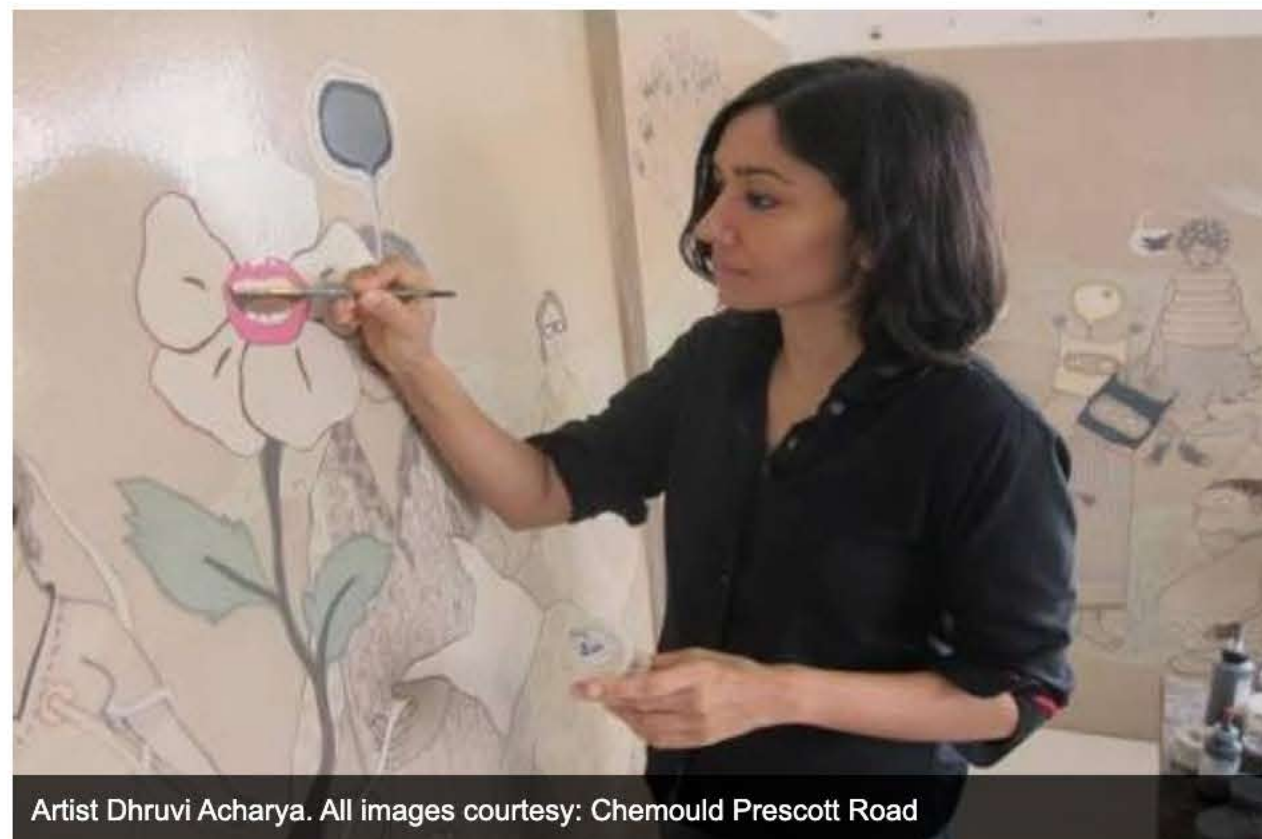
The artist-gallery duo is selling isolation-inspired artworks to collect proceeds for charity

BY **TINA THAKRAR** ON MAY 4, 2020

*#CovidCrusaders*

*We have always been vocal about the things that have bothered us – right now, there's enough to upset the whole world, quite literally! So we have decided to focus on the good that is going around. There are incredible stories about some wonderful things that the people of our industry are doing for the vulnerable. And we'd like to tip our hats and thank each one of them. Yes, they're our heroes. Our COVID Crusaders.*

Keeping productivity up and stress at bay while in isolation can be challenging, but Dhruvi Acharya found her solace in watercolours. The artist is known for her psychologically complex paintings based on personal experiences and events, so a pandemic definitely featured on her list of triggers.



Artist Dhruvi Acharya. All images courtesy: Chemould Prescott Road

“When I started painting about my fears and feelings on the day of the curfew initiation, it was just for my peace of mind – I was really stressed about the coronavirus and what was happening around the world. My son came back from university in USA before the curfew was announced, so my family and I were already in isolation for 10 days before the official government orders. In that time, going to my studio in the building just helped me come to terms with what was happening,” she explains.

Slowly, this became a daily practice, and Dhruvi began to spend 10-12 hours a day in the studio, creating almost an entire watercolour a day. Exhausted yet fulfilled, Dhruvi began to post her work on Instagram, under a series entitled 'Painting in the Time of Corona'. The interest in her work deepened in the virtual world, not just from ardent fans, but also those who identified with what she was going through. "Some people wrote to me saying that my work was a bright spot on their Instagram feed, or that they really appreciated that I'd articulated my feelings into art."



musi/karya 2020



Pravijaharya 2020



Enquiries to purchase the artworks began to pour in. Dhruvi, who has been donating annually to almost 20 NGOs that help people and animals, saw this as a chance to take things a step further. In collaboration with the Mumbai gallery that represents her, Chemould Prescott Road and its director Shireen Gandhi, Dhruvi decided to put her artworks on sale on the gallery's online viewing room - (<https://privateviews.artlogic.net/2/25388a44d9d0f8b11f4e7f/>) - and donate all proceeds to charities including Aangan, Karwan-e-Mohabbat, and Fisherman of Koliwada via Koliwada to help those in need of food, medicines and shelter.





Gallerist Shireen Gandhi says the decision to put Dhruvi's work online on Chemould Prescott Road's website and social media is to help Dhruvi with her cause. "Dhruvi has found in this time her solace, and it is amazing to see how beautifully she has chosen her medium to seek refuge and make peace with chaos around the world."



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*Watch out for #covidcrusaders to stay updated with all the heartwarming stories we're hearing in these worrisome times. And if you happen to come across one, please write to us! It's time to hold the good close.*

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