

Friday, 05 February, 2021

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CHILL FACTOR: AN EVENT THIS WEEKEND WILL EXAMINE THE IDEA OF 'MUMBAI COOL'

August 2, 2016 | [The Daily Pao](#)



Piramal Museum of Art.

What do we mean when we say something is cool? Like abstractions such as 'fine taste' and 'good art', the idea of coolness is hard to pin down. An event titled 'That's Mumbai Cool' at the Piramal Museum of Art on Saturday, August 6 will attempt to unpack the notion of cool in terms of contemporary culture in the city. The day-long series of panel discussions, which has been put together by arts organisation the Art X Company for the Piramal Art

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Foundation, will focus mainly on new food and cultural initiatives in the city.

“Cool’ as an idea is subjective and is constantly changing,” said Rashmi Dhanwani, the founder of Art X. “Derek Thompson in his 2014 essay for *The Atlantic* ‘Toward a Universal Theory of Cool’ says, ‘Cool means departing from norms that we consider unnecessary, illegitimate, or repressive—but also doing so in ways that are bounded.’ In approaching this idea, we decided to decode what makes Mumbai cool through food and culture. We are interested in understanding how contemporary culture is aligned to what audiences flock towards – we see a trend and there is a need to collectively and critically look at what’s going on.”

The editors of this site will kick off the proceedings by attempting to commit the idea of cool into words by discussing our experience of covering Mumbai’s F&B and culture scenes. In the talk titled ‘The Classic Cool – Archetypal Foods in New Avatars’, the founders of three small-scale food businesses, Munaf Kapadia of **The Bohri Kitchen**, Perzen Patel of catering service **The Bawi Bride** and Rohan Mangalorkar, who runs the sandwich takeaway **Pack-A-Pav**, will speak about how home chefs have transformed eating out in the city. Journalist and The Daily Pao columnist Roshni Bajaj Sanghvi will moderate a session titled ‘The Urban Cool – A Restaurant, a Hangout Joint and a Workspace Walk into a Bar’ in which Viraf Patel, chef at **Café Zoe**; Suketu Talekar, the owner of brewpub **Doolally Taproom** and Pankil Shah of **Woodside Inn** will discuss the new challenges of wooing consumers. Should some of this talk make you hungry, you can step outside to grab a bite at one of the food trucks.

Finally, in ‘The Experimental Cool – New Cultural Spaces by Cultural Entrepreneurs’, Shreyas Srinivasan, the co-founder of NH7, the organiser of the annual **Weekender** music festival, will moderate a chat featuring Sharin Bhatti and Nikhil Hemrajani, the respective co-owners of performance venues **The Hive** in Khar and **Sitara Studio** in Elphinstone

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Jan 8, 2020



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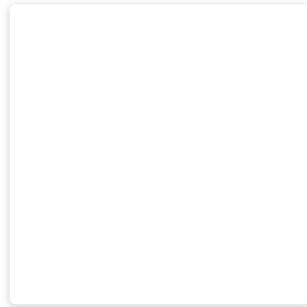
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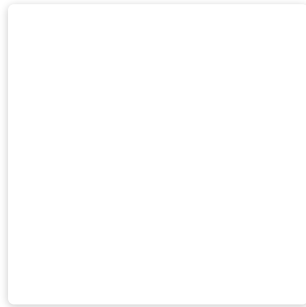
Road; and Marlies Bloemendaal, who runs the co-working space Ministry of New in Fort.

'That's Mumbai Cool' will be held on Saturday, August 6 from 11am to 6pm at the Piramal Ballroom, Piramal Museum of Art, Ground Floor, Piramal Tower, Peninsula Corporate Park, Ganpatrao Kadam Marg, Lower Parel. There is no entry fee. To register, email sayali.mundye@piramal.com. For more information and the schedule, visit the [Facebook event page](#) and [Art-X.co](#).

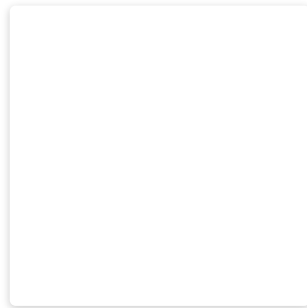
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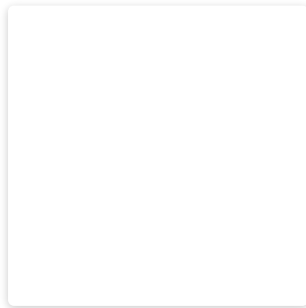
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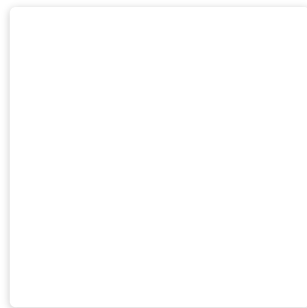
Inside The City's Swankiest Co-Working Space Ministry Of New



NH7 Weekender Diary 2015



Bar Review: Doolally Taproom, Bandra



Food Review: The Bohri Kitchen

Tags Art-X, Café Zoe, Doolally, Doolally Taproom, Marlies Bloemendaal, Ministry of New, Mumbai, Mumbai Cool, Munaf Kapadia, Nikhil Hemrajani, Pack-a-Pav, Pankil Shah, Perzen Patel, Piramal Art Foundation, Piramal Museum of Art, Rohan Mangalorkar, Roshni Bajaj Sanghvi, Sharin Bhatti, Sitara Studio, Suketu Talekar, That's Mumbai Cool, The Bawi Bride, The Bohri Kitchen, The Hive, Viraf Patel, Woodside Inn

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