

RED CARPET WAX MUSEUM

A RENDEZVOUS WITH THE STARS OF THE WORLD

WHAT IS RED CARPET? A GALLERY OF STARS



AN INFORMATIVE & ENTERTAINMENT BASED CONCEPT

A BRIEF DESCRIPTION

A gallery of global personalities through 'life-like' wax statues

Showcasing creations of global artists

In a plush setting that gives the audience the feeling of a true red-carpet event



POSITIONING

REDCARPET
WAX MUSEUM



A crowd attraction at locations like malls, tourism hubs, commercial hot-spots

Targeting an audience across age-groups – families, children, youth

A platform to showcase stories, events, chat shows and more

THE FIRST EVER MUSEUM IN INDIA



The only museum with moving celebrity statues

Plan to open across Metros and Tier 1 cities in India

Targeting about 900 - 1000 visitors on daily basis

Ticket price to be at Rs. 250 – Rs. 300 per head

MUSEUM LAYOUT

SIZE

Around 6,000 – 10,000 sq ft, Ideally a rectangular layout

LOCATION

1st Floor, Street / Mall Front for Optimum Visibility



MUSEUM LAYOUT

Gallery style layout allowing a 'flow' of audience
Sections for categorization of personalities as per fields
Domain based sections for optimum focus on all statues



MUSEUM LAYOUT

Space to allow photography without blocking audience movement
In-house store to sell memorabilia



SOME KEY PERSONALITIES

POLITICIANS

- Balasaheb Thackeray, Abraham Lincoln

SOCIAL PERSONALITIES

- Mahatma Gandhi, Albert Einstein, Anna Hazare, Dalai Lama, Nelson Mandela, Mother Teresa, The Pope, Steve Jobs

SPORTS PERSONALITIES

- Messi, Saina Nehwal

FILM PERSONALITIES

- Arnold Schwarzenegger, Bruce Willis, Bruce Lee, Jackie Chan, James Bond, Harry Potter, Psy (Gangnam style)

ARRIVING SOON

- Shri. Narendra Modi, Sharman Joshi, Sushant Singh Rajput, Abhay Deol, Nagris Fakhri, Navjot Singh Sidhu, Rajpal Yadav and more...

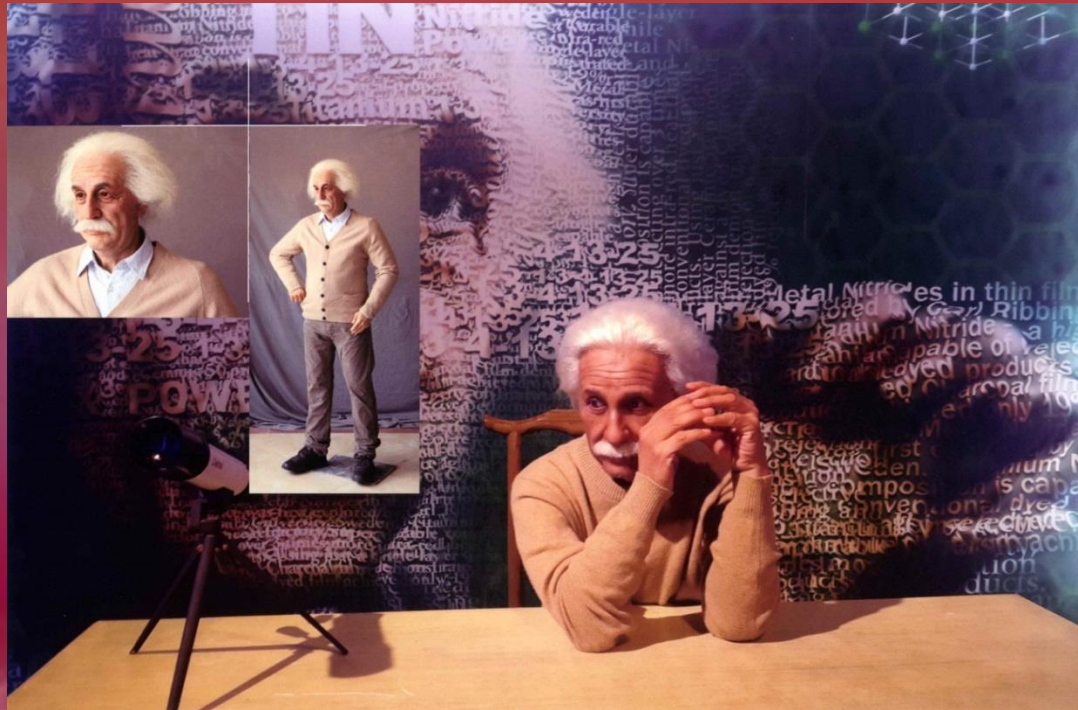


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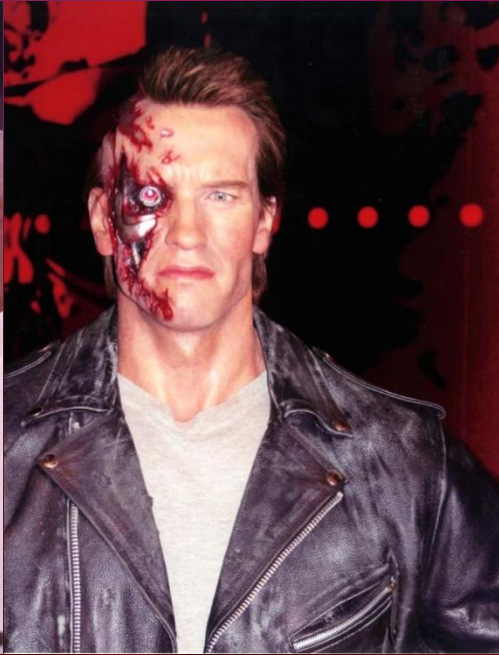
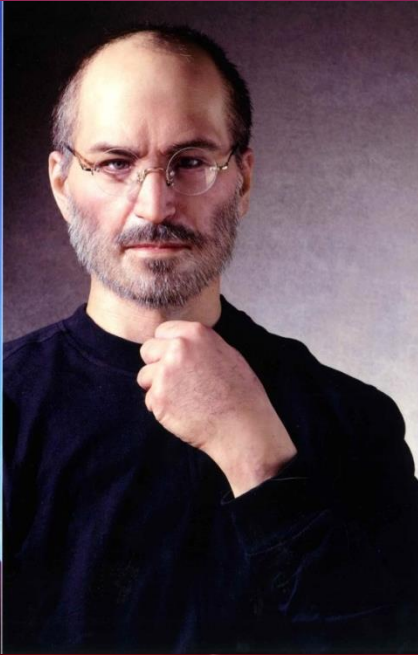


SOME KEY PERSONALITIES





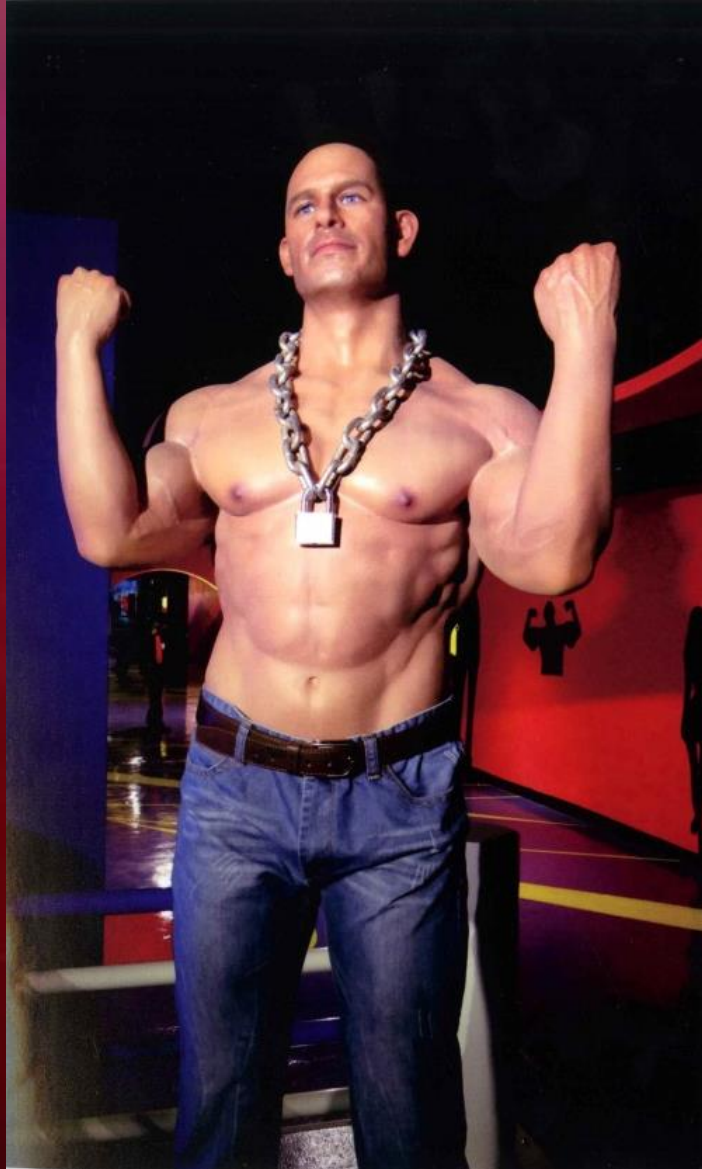
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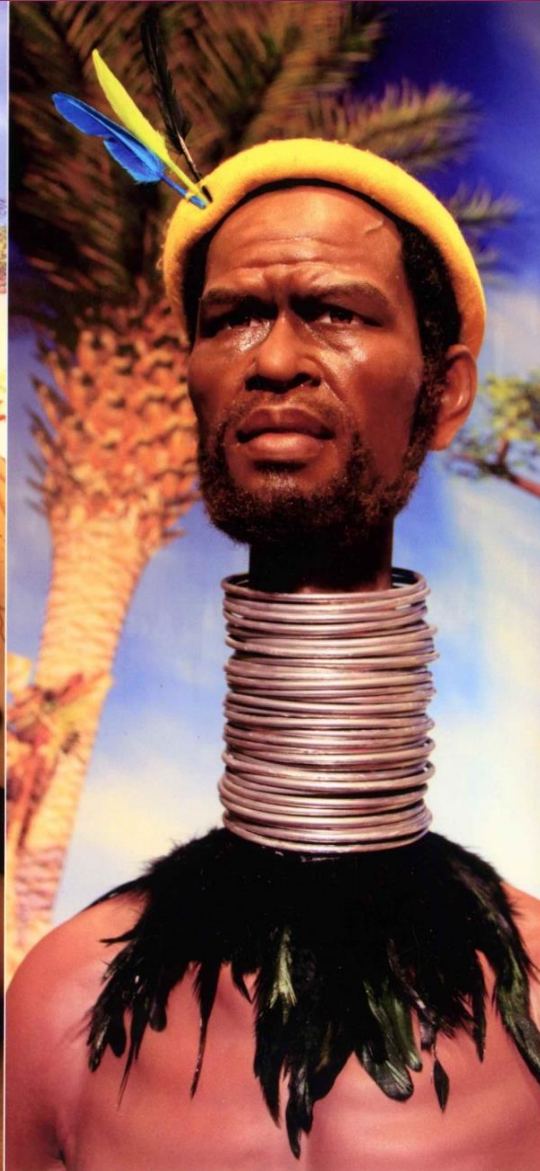
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MAKING OF THE STARS

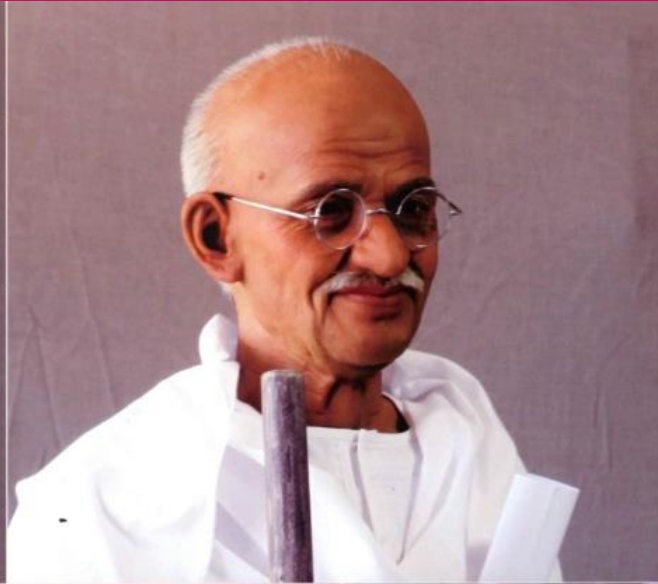
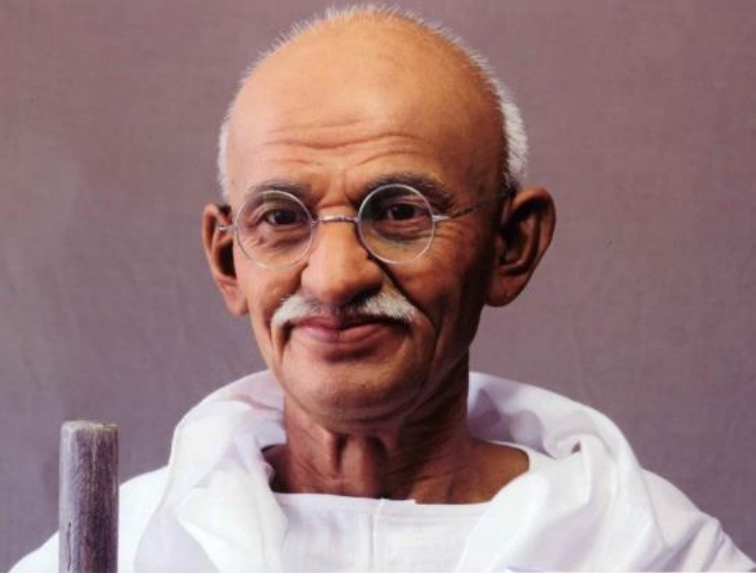


World's best artists come together to sculpt a fabulous collection of personalities, all assembled under one roof.

The process of creating a display begins with the Sculptor armed with multi-angled photographs and detailed actual measurements of the subject. The clay model is used to form a plaster mold. A molten mixture of natural and petroleum-based waxes is poured and swirled inside the plaster mold, layer upon layer, until it is evenly coated with a thickness of wax.

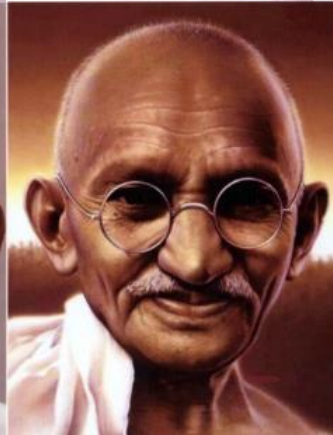
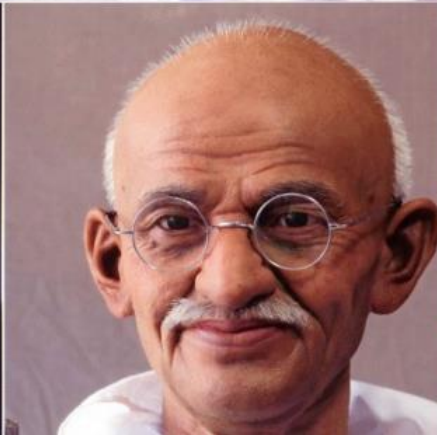


MAKING OF THE STARS



The sculptor then works on the intricate refinements and minute detailing that gives the wax figure its uncanny life like quality.

Special equipments are used to insert the human hair - one strand at a time - including eye brows and facial hair as required.



Thin layers of translucent paint are applied, creating skin tones while allowing the wax material to radiate through giving the image the real human look - creating a true-to-life replica of the celebrity.

3D PAINTINGS



3D PAINTINGS





THE TEAM

Sunil Ochani, Vinit Rajpal and Mohit Ochani are the people behind the Red Carpet Wax Museum.

The objective of having this exhibit is to support innovation and present an artist's perspective of leading world personalities. This is presented to a wide and diverse audience in a unique and glamorous environment which befits the stars.

They are a team of entrepreneurs from diverse backgrounds representing new ideas and trends in the consumer space. They have brought this concept to India and are creating a first of its kind venture in this domain with a professional and scalable approach.



THE TEAM

This team also presents different lines of businesses in the fields of Real Estate and Infrastructure, Apparel Retailing and International Trade with a continuous quest for world class quality through a responsible and customer focused approach.

Creativity, Collaboration and Excellence steer the businesses with the view to enhance consumer lifestyle.

REDCARPETTM
WAX MUSEUM