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KNEETHI

Neethi is an illustrator, muralist and surface pattern designer based out of Bangalore, India. She has worked with companies like Google, Instagram, WeWork, NPR, Whatsapp and Mahindra, amongst others. She is currently a Creative Partner at How About That!

Born in 1990, she grew up in the government quarters of New Delhi, spending most of her time reading books or day-dreaming looking at trees outside her window. Encouraged by parents, Neethi went on to study Textile Design in National Institute of Fashion Technology, Kerala, where she spent hours reading up about textiles of the world, fascinated by the colors, motifs, history, rituals and the abundance of patterns in the framework of our milieu. This inspired her to include colorful patterns in her illustration practice wherever possible.

Bright, fantastical, pattern-infused still life and exaggerated interior scenes are a recurring theme in her work. She aims to captivate and transport her audience into these worlds.

Neethi proudly carries a mononymous name, given by her father as a symbol of equality in representation as well as independence from gender norms.