

## Media Kit

### Q.1 **Payana museum and its history. When was it opened in srirangapatana?**

Payana is not just a vintage car museum; it's a grand testament to Karnataka's rich automotive heritage. Founded by the visionary Shree D Veerendra Heggade, a distinguished philanthropist and the esteemed hereditary administrator of the Dharmasthala Temple, Payana stands as a towering achievement in cultural preservation.

Dr. Heggade's journey began at a tender age of 20 when he assumed his father's mantle, setting forth on a path marked by excellence and innovation. His relentless pursuit of excellence culminated in numerous accolades, including the prestigious Padma Vibhushana Award bestowed upon him by the Central Government of India in 2015.

The seeds of Payana were sown in the Manjusha Car Museum in Dharmasthala, where the collection, spearheaded by Dr. Heggade, gradually burgeoned from a modest two cars to an impressive fleet of over 250 vintage automobiles. Some of these treasures find their home in Dharmasthala, while others grace the historic streets of Mysore, enriching the cultural tapestry of Karnataka.

### Q.2 **How many exhibits are in the Museum? Please explain the different kinds of exhibits.**

The museum boasts an extensive collection of over 55 vintage cars accompanied by more than 31 vintage motorbikes. But that's not all; visitors can also marvel at other captivating attractions such as a road roller, a farm steam engine, trucks, and much more.

Among the pride collection are notable gems like the 1925 FIAT 501, the elegant 1926 Mercedes-Benz 8/38 hp, the rugged 1946 Dodge Power Wagon, and the iconic 1947 Citroen Traction Avant 11CV. Not to be missed is the distinguished 1947 Studebaker Champion, once owned by the eminent Sir Chandrasekhara Venkata Raman, Nobel laureate and revered physicist.

Adding to the allure are treasures like the 1949 Daimler DE 36, graciously presented by HH. Jayachamarajendra Wadiyar, the Maharaja of Mysore, and the historic 1962 Standard Herald, once owned by the visionary Dr. D Veerendra Heggade himself. Among the automotive highlights is the timeless 1965 Chevrolet Impala 4-door Sedan and the sleek 1967 Mazda Luce 1500 SS (SU/SV Series), each a testament to automotive excellence.

But Payana Museum offers more than just vintage cars; it also offers a glimpse into Karnataka's rich heritage. Visitors can explore domestic household artifacts, old phones, typewriters, cameras, manuscripts, displays of armories, and much more, providing a comprehensive journey through history and culture.

### Q.3 **What kind of efforts has gone into the infographics of the exhibitions?**

Designing the museum display is a distinctive task, as museums serve as institutions for interactive, non-formal learning experiences. It's crucial for museums to meet the needs of their target audience, and the Payana Museum excels in this regard. Its displays, information panels, and interactive exhibits are geared towards providing educational experiences.

The journey through the museum begins with the history of transportation, starting from the invention of the wheel. From there, visitors are taken on a chronological journey showcasing the evolution of mankind through the display of various vehicles.

The museum's logo, inspired by the Kannada word "Payana" meaning journey, embodies this concept perfectly. It symbolizes the transition from carts to cars, reflecting the museum's focus on showcasing the evolution of transportation.

Looking ahead, the museum plans to enhance its exhibits further by incorporating pictorial representations and graphs of cars, aiming to provide even more enriching learning experiences for visitors.

**Q.4 Where have these cars been outsourced from?**

The acquisition of cars for our collection has been a multifaceted endeavor. While some vehicles were procured through direct purchases made by Shree D Veerendra Heggade, others were generously donated by vintage car enthusiasts who entrusted us with the preservation of their cherished possessions. Additionally, our team tirelessly pursued artifacts from various offices, often navigating bureaucratic processes and requesting items through formal channels.

Throughout this extensive process, Shree D Veerendra Heggade played a pivotal role, meticulously overseeing and approving each acquisition to ensure that our collection adhered to the highest standards of quality and authenticity.

**Q.5 Also where all the cars from vintage car museum in Dharmasthala shifted?**

Only a few cars from the Manjusha Car Museum's display were relocated to Srirangapatana. The remaining vehicles were either taken for restoration from our own storage facility or acquired through new acquisitions and donations. Subsequently, these cars have been meticulously restored and are now proudly displayed at the Payana Car Museum in Srirangapatana.

**Q.6 Tell us about the museum space- its size, design aspects- who designed this maybe a quote from architects?**

Architect- AR Manjukirthan

Payana, located in Srirangapatna on the Bangalore-Mysore Highway in Karnataka, is a sprawling car museum project spanning over one lakh square feet. Its architecture embodies dynamism and heritage, following the principle of "form follows function" while seamlessly integrating art, culture, and automobiles.

The museum's design prioritizes universal accessibility and visitor circulation, with its main building gracefully elevated on a podium along a commanding axis. This structure invites visitors to explore the evolution of automotive innovation across various eras, connecting history to modernism.

The exterior metal panel facade is inspired by a tire, meticulously designed with varying patterns to evoke movement and intrigue, symbolizing the passion for automobiles. This design element pays tribute to Dr. D. Veerendra Heggade's appreciation for art and his decades-long passion for collecting vintage cars.

Inside, patrons encounter a curated collection of vintage cars, carts, and scooters from different eras, offering a captivating journey through automotive heritage. Payana ensures accessibility for all visitors, allowing them to comfortably navigate the space and immerse themselves in its exhibits.

**Q.6 What is the thought process behind this museum?**

The planning and conceptualization of the Payana museum spanned over 4 years, initiated by Shree D. Veerendra Heggade during his morning prayer at the temple. The idea was to create a car museum shaped like a tire, with the primary objective of combining education with entertainment.

Under the guidance of Shreyes Kumar, Director at SDM Group of Institutions, the construction of Payana commenced. The vision was to create a building that not only represented vintage cars but also showcased their history and evolution. Sustainability was a key focus, with plans to incorporate green energy solutions.

Selecting a suitable location for mass public access was the initial challenge. Once the location was finalized, the next step involved collaborating with architects and museologists to plan the museum's layout and exhibits. Extensive research and analysis were conducted to understand the target audience and design a building that catered to their needs.

After over a year of discussions and input from various experts, the museum finally took shape and now stands tall for public viewing, offering a unique blend of automotive history and cultural heritage.

**Q.7 Are there plans to add exhibits?**

As a museum, we have allocated expansion spaces for future displays. The nature of museum displays is dynamic, and we continuously welcome worthy collections to be part of our prestigious exhibitions.

**Q.8 Tell us about the other artifact on display.**

The museum's display is rich in interactive features, carefully curated to meet the diverse needs of visitors. It embarks on a comprehensive journey through transportation history, commencing with the inception of the wheel and progressing through educational segments that delve into the intricacies of four-stroke engines. As visitors traverse through the exhibition, they witness the evolution of vehicles from primitive carts to sophisticated automobiles. The collection encompasses cars spanning multiple eras, including the Veteran, Pre-War, Post-War, Classic, Modern Classic, and Modern eras. Among these, the 1925 Fiat 501 stands as a testament to the Veteran era. Display panels are meticulously designed below eye level to captivate both adults and children, while strategically positioned special display cars spark curiosity and facilitate interactive learning experiences. As future expansion, the museum is planning an array of additional resources, including posters, engine diagrams, interactive video screens, and more, all aimed at enriching the visitor's journey and fostering a deeper understanding of automotive heritage.

**Few additional information on key highlights-**

**1947 Daimler DE 36:** Known as the "Regal Giant of Post-War Britain," the Daimler DE36 was synonymous with luxury in post-war Britain. Tailored for royalty, each chassis was a canvas for customization, favored by British Royalty and Indian Maharajas. Presented by HH. Jayachamarajendra Wadiyar, Maharaja of Mysore, this car embodies automotive history, legacy, and prestige.

**1965 Chevrolet Impala 4-door Sedan:** The epitome of the American dream on wheels, the Chevrolet Impala shined bright in the golden era of American muscle. With over 1 million units sold in just one year, it remains an unmatched industry record. Its robust performance, striking design, and cultural significance make it a beloved classic of the '60s.

**1967 Mazda Luce 1500 SS:** Designed by Giorgetto Giugiaro, the Mazda Luce 1500 SS merged Italian elegance with Japanese precision. It was renowned for its sleek silhouette, spacious interiors, and advanced features, marking Mazda's bold entry into the luxury car market and leaving a lasting impression in Europe.

**1929 Studebaker President 8:** A luxury car epitomizing elegance and innovation, the Studebaker President boasted meticulous craftsmanship and a powerful eight-cylinder engine. Rigorous testing and engineering improvements set it apart, with safety features, luxurious interiors, and a legacy of setting records on the racetrack and beyond.

**1947 Studebaker Champion:** Spanning five generations from 1939 to 1958, the Studebaker Champion was a legendary automobile renowned for its timeless design and engineering excellence. Pioneering advancements in manufacturing and engineering, it offered unparalleled driving performance, efficiency, and reliability, solidifying its status as a beloved classic.

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