

Black Dog Soda Partners Kala Ghoda Arts Festival 2026 to bring
'Savour the Pause' to Life

Unveils an immersive installation exploring presence, craft and contemporary culture.

Mumbai, February 2026 — The Kala Ghoda Arts Festival (KGAF), India's most celebrated multi-disciplinary arts festival, has announced Black Dog Soda as its Immersive Experience Partner for the 26th edition of the festival. Anchored in a shared commitment to culture, craft, and contemporary expression, the partnership brings Black Dog Soda's philosophy of 'Savour the Pause' into dialogue with KGAF 2026's curatorial theme, Ahead of the Curve.

In an era shaped by accelerated, screen-led lives, the installation brings Black Dog Soda's *Savour the Pause* philosophy into sharp cultural focus positioning pause not as a break, but as a state of conscious presence. Envisioned as an immersive space for contemplation rather than consumption, the walk-in installation by acclaimed sculptor Arzan Khambatta gently recalibrates the rhythm of perception. Defined by restrained geometric forms and a precisely choreographed interplay of light, sound and projection mapping, the space encourages visitors to slow down, linger, and allow time to unfold on its own terms.

Taking centre stage is the partnership is a curated immersive experience at the CSMVS Gardens from 6th to 8th February 2026, conceptualised and executed by the Kala Ghoda Arts Festival in collaboration with Black Dog Soda. Interpreting the festival's visual arts theme, Geometri-Kal, the installation uses geometry, rhythm, and spatial design to explore how contemporary audiences move, pause, and meaningfully engage within shared cultural environments.

Building on the brand's global narrative and the appointment of Emilia Clarke as ambassador, the campaign underscores mindfulness in a fast, digital-first world, contrasting constant capture with conscious presence. The installation extends Black Dog Soda's recently unveiled cinematic brand film with Emilia, bringing its contemplative vision to life in an immersive, physical environment. Shot in the Scottish Highlands and inspired by the Northern Lights, the film's mood and philosophy now take spatial form.

Speaking about the collaboration, Brinda Miller, Chairperson of the Kala Ghoda Association & Festival Director, Kala Ghoda Arts Festival, said:

“Kala Ghoda has always been committed to creating platforms where art is not just viewed, but truly experienced. This collaboration with Black Dog Soda allows us to explore an immersive, public-facing artwork—one that brings together technology, craft, and contemplation within a shared cultural space, amidst the festival’s vibrant momentum.”

Varun Koorichh, Vice President – Marketing, Portfolio Head, Premium and Luxury, Diageo India, added:

“At Black Dog Soda, ‘Savour the Pause’ is a philosophy that encourages conscious presence in a world that rarely slows down. Building on our collaboration with Emilia Clarke, we sought to bring this philosophy to life through an immersive consumer experience. Kala Ghoda Arts Festival felt like the perfect partner to bring this idea to life, it is culturally rich, dynamic, and yet instinctively invites reflection. Through this immersive experience, our intent was to create a space within the festival where people can slow down, engage deeply with art, and experience the moment in a more meaningful, mindful way.”

Together, Kala Ghoda Arts Festival and Black Dog Soda seek to reimagine how audiences experience public culture—balancing innovation with stillness, celebration with reflection, and spectacle with presence. The partnership reflects a shared belief in arts-led storytelling, immersive cultural design, and responsible, context-driven brand engagement, shaping a thoughtful and forward-looking KGAF 2026.

Join us in celebrating over a quarter-century of creativity, community, and cultural legacy at the Kala Ghoda Arts Festival 2026.

About Diageo India

Diageo India is among India's leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL).

Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 35 facilities across India. It manufactures, sells and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India's growth agenda.

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