

# Whitefield has become the New Bangalore

## IT Destination Is The Cultural Hotspot Too

Shrabonti Bagchi | TNN

A software hive is pollinating our culture. By doing so, Whitefield is redrawing urban lifestyles and creating New Bangalore.

### CHANGING BANGALORE

The suburb, till now described in terms of software parks, malls and five-star hotels, is attracting some of the best talent in music, theatre,

dance and other performing arts, from Bangalore and across the country.

The village-turned-suburb-turned-city, virtually fab-

ricated by the IT revolution in the late 1990s, is setting the cultural tone for the rest of the city. While the biggest boost to art has come from IT families,

Prakash Babu

*This is the first of a series of articles to map a changing Bangalore, its new lifestyles, the demographics, the way we live, work and shop. We start with a village which has grown big enough to challenge a city*

Whitefield started off with a big advantage—it had no baggage. It created itself from scratch, mirroring the aspirations, spending power and

lifestyles of its new inhabitants, most of whom were expats. A new city grew from an old British outpost.

Jagruti Theatre founder Jagdish Raja credits the area's high-density expat population with making the consumption of culture seem

### ► Culture, music thrive, P 5

essential and fashionable. "In the West, culture is seen as an imperative. It's as much a part of civilized urban life as eating out and watching movies, and expats have created that culture here." Most Whitefielders say the four-year-old Jagruti is the nerve centre of cultural activity. Jagruti's founders Jagdish and Arundhati Raja are pleased the project got delayed by 5-6 years.



