

“Collecting Art: A Brush with Immortality”

Collecting Art is like harvesting slices of time, capturing humanity at its best. Paintings and sculptures are more than aesthetic enhancements for the home; they are the embodiment of their creator's passions and an echo of collective culture. In this light, the art collector's role is more than that of an enthusiastic aggregator; the art collector is a curator and custodian of a cultural legacy.

Avid Learning and Time Out India, in collaboration with Christie's, the world's leading Art business, raise a toast to the Collector's spirit at 'Collecting 101', a first-of-its-kind event to be held in Mumbai. Avid Learning and Time Out

India's passion for curating Art Events that are beyond the ordinary finds a match in Christie's time-honed expertise on International and Asian Art markets, to serve up an unforgettable experience to Mumbai's Art lovers.

'Collecting 101' unlocks a treasure trove of expert insights as Christie's MD- Growth Markets, Paul Hewitt, shares his priceless knowledge from years of cultivating nascent art markets in the Middle East, Europe and now India. He will shed light on the art of collecting and appreciating art with regards to building a timeless collection. Joining Paul Hewitt is Christie's India head, Menaka Kumari-Shah, who will flavour the talk with her first-hand perspective on the growing Indian Art market and the evaluation of Indian Art on the global stage.

Taking the conversation further will be Time Out India's Assistant Editor and in-house art aficionado, Karanjeet Kaur, who will take us on an artful journey, delving deep into the minds of these leading global practitioners of art,

Be a part of an event the likes of which Mumbai has never seen before! Register yourself at the earliest and join Avid Learning, Time Out and Christie's at 'Collecting 101'.

Details

Date: 17th July

Time: 6pm to 8pm (*Registrations start at 5.30pm*)

Venue: Good Earth,

Entrance charge: Rs. 500/-

Partners: Good Earth

To Register (mobile): 9819731922/9820242926

(email): register@avidedu.in

(website): www.avidlearning.in

About Faculty

Paul Hewitt

Paul Hewitt is Managing Director, Growth Markets for Christie's, since September, 2008. Paul is well versed in Arts of Brazil, China, Africa, Turkey and recently, India. He is a regular traveller and even though he manages business operations he has a deep interest in the history, art and culture of the countries he visits. He has built strong relationships with collectors, museum curators and colleagues in the art world. Paul has spoken on various topics in the past covering Middle Eastern Art History, Smart Collecting for the Middle East, Developments in the Emerging Art Markets. Paul is also a modest collector himself, with a personal collection of antique maps of Asia and the English counties.

Maneka Kumari-Shah

Maneka Kumari Shah joined Christie's in 2006 in London, King Street as coordinator for the highly important Arts of India biennial sales. In 2006 Maneka joined Christie's Business Development group as Client Advisor to Indian and Non-Resident Indian clients, and was part of the core team leading the inaugural Dubai Sale in May 2006.

Ms. Shah relocated back to India in 2008 to head Christie's India operations and reinforce Christie's commitments there in her role as Country Head, India and brings considerable experience, knowledge, and client understanding to her role. She is responsible for developing Christie's brand and businesses in India, working with collectors for the acquisition and de-accession of major collections, insurance appraisals and getting business for consignments. As a general valuer, she provides advice on all aspects of the auction process.

Karanjeet Kaur

Karanjeet Kaur is a journalist from New Delhi. Her areas of interest include art, culture and human rights. She has reported for publications like Mail Today and Time Out, and is currently the Assistant Editor of Time Out Mumbai.

About Avid Learning

Avid Learning, an Essar Group initiative, fosters creative learning through workshops, discussion forums and other programs across the fields of Culture & Heritage, Literature, and Art including Visual, Performing & Applied Arts. Started in 2009, AVID has touched the lives of over 10,000 participants with 150 programs. AVID workshops are open to all and are delivered by experts from India and abroad. These workshops are highly interactive with a fun mix of lecture-demonstrations, audio-visual presentations and practical sessions, concluding in an event that summarizes the essence of the AVID Experience. |

With its presence in Dubai this year and future plans for New York and London, AVID aspires to make its learning platform global. AVID believes today's knowledge seekers should have limitless opportunities...because learning never stops. To get more details on AVID, would request you to visit our website www.avidlearning.in

About Time Out

Time Out in Mumbai, Delhi and Bengaluru is the definitive guide to Arts, Culture and Entertainment in the respective cities. The magazine keeps readers tuned into the city's pulse, with detailed event listings and sophisticated articles that provide fresh perspectives on the cities we love. Time Out's objective is to give readers a complete list of options – with detailed previews and reviews – to help them decide how to spend their leisure time

About Christie's

Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, and more. Prices range from \$200 to over \$80 million. Christie's has 53 offices in 32 countries and 10 salesrooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. Christie's also offers its clients worldwide access to its sales through Christie's LIVE™, its unique, real-time online bidding service.

