

## **Avid Learning Continues Its Enduring Partnership with Asia's Largest Multidisciplinary Street Arts Festival at Kala Ghoda Arts Festival 2024**

Avid Learning, the pioneering and one of the country's leading arts and cultural programming platforms continues its decade-long partnership with Asia's largest multidisciplinary street arts festival with the **24th edition of Kala Ghoda Arts Festival (KGAF)**, set to enliven Mumbai from January 20th to January 28th, 2024. KGAF 2024 will also be part of the **Government of Maharashtra's** highly esteemed cultural endeavor - **Mumbai Festival 2024**.

Since 2011, Avid Learning has been an integral supporter, collaborator, and champion of KGAF, shaping and enriching the festival experience for attendees with its steadfast commitment to fostering cultural engagement and artistic exploration.

Under the leadership of *CEO, Avid Learning and Member, Kala Ghoda Association's Executive Committee* **Asad Lalljee**, Avid Learning has curated a diverse array of programs under different verticals, delivering unparalleled and immersive experiences for festival-goers.

As part of this year's overarching theme '**UDAAN**', symbolizing progress and boundless aspirations, Avid Learning presents an exciting lineup of workshops featuring prominent national and international filmmakers, visual artists, authors, creative consultants, and multi-instrumentalists. These specially tailored workshops curated by *Program Manager, Avid Learning* **Dhwani Vyas Rele** cater to both young adults and adults, fostering creativity and skill development.

Under the verticals of Literature and Urban Design and architecture, Avid Learning will present two intriguing conversations to be moderated by Asad Lalljee. These thought-provoking discussions promise insightful dialogues and engaging interactions, stimulating the intellectual curiosity of participants.

Asad Lalljee shares *"Avid Learning is thrilled to contribute to the vibrant tapestry of the Kala Ghoda Arts Festival once again, we aspire to be a catalyst for inspiration and this year's offerings are crafted to not just entertain but to ignite a passion for lifelong learning, encouraging all to explore the vast panorama of human creativity and new realms of artistic expression."*

Inviting all art enthusiasts and culture aficionados to delve into an extraordinary journey of creativity, discovery, and innovation at Kala Ghoda Arts Festival 2024.

## Some of the Workshops to look out for:

**Arts for Social Change: Impact of Documentaries Films** - a journey into how independent filmmakers can amplify the influence of their work and become changemakers with *Producer and Independent Consultant, Anupama Mandloi* and *Head of Content, Mano Rama Pictures Maya Rao*.

Play to Transform: Unleash Your Creativity - rediscover your inner child playing LEGO bricks and indulge your six senses with chocolate-driven creativity with *Founder CEO, Play2Transform Group Dr. Avinash Jhangiani*.

**Art Workshops by India Exim Bank** - learn the vibrant traditional art forms including Bengal Pattachitra, Gond Painting, Pichwai Painting, Block Printing, and Crochet.

**Cartography: From Bombay to Mumbai** - explore the evolution from Bombay to Mumbai through the intersection of geography and narratives with *Film Producer and Founder of India Visual Art Archive Mrinal Kapadia*.

**Writing for Historical Fiction** - craft compelling narratives that make a historical setting come alive with *Author, Curator, and Founder, Peek A Book – Festival of Children's Literature Lubaina Bandukwala*.

**Ghost Writing 101** - hone your craft, devise communication strategies, gain valuable experience while writing for others, and get paid with *Founder and Director, The Big Sneeze Content Company Gayatri Pahlajani*.

**Speed Sketching - Sketch on the Move** - a hands-on workshop on chronicling the Kala Ghoda Festival, the movement, excitement, and all the buzz that comes with it with *Children's Book Illustrator, Zainab Tambawalla*.

## **Some of the Panel Discussions to look out for:**

**All Work and No Play** - a riveting conversation exploring the intriguing role curiosity plays in bolstering the bottom line and uncovering the significance of playfulness in fostering innovation with *Advisor and Director Tata Group Harish Bhat* and *Founder CEO, Play2Transform Group Dr. Avinash Jhangiani*, moderated by CEO, Avid Learning **Asad Lalljee**.

**The Making of a Museum** - unravel the intricacies of museum design including space planning, accessibility, circulation, restoration, lighting, security and more with *Director and Principal Architect, Ratan J Batliboi Consultant Pvt. Ltd. Ratan Batliboi, Founder, Bricolage Bombay Vinit Nikumbh*, Conservation Architect, **Vikas Dilawari**, and *Partner, SJK Architects Sarika Shetty*, moderated by CEO, Avid Learning **Asad Lalljee**.