

Join us for Avid's second episode of Cultural Capitals: Future Legacies of India's Cities - Jaipur!

For Immediate Release

Timeless bazaars, ancient forts and royal palaces interspersed with cutting-edge urban infrastructure, modern amenities and contemporary design – Jaipur, also known as the 'Pink City', seamlessly combines the allure of its ancient history with all the advantages of a metropolis.

The city's bustling markets – brimming with splendour and culture at every corner – are crammed with colourful textiles, regal pottery and elegant jewellery; while its architectural wonders provide a glimpse into its storied past and majestic legacy – making Jaipur a deserved recipient of UNESCO's coveted World Heritage City status.

Live History India and **Avid Learning** present **Cultural Capitals: Jaipur**, the second episode of **Cultural Capitals: Future Legacies of India's Cities**, an exciting series of discussions celebrating the historical and current legacy of culturally rich, diverse and important cities across India. This series aims to celebrate a wider swathe of India's great cities, their legacy and how they continue to be vibrant centres of culture.

Creative Director, Amrapali Jewels and Contributor, Amrapali Museum **Tarang Arora**, Director, Jaipur Rugs **Yogesh Chaudhary** and Jaipur Restaurateur, **Dushyant Singh** will be in conversation with Author and Co-Founder and Editor of Live History India **Mini Menon**.

Please read on for more details:

Along with its historical magnificence, Jaipur's vibrant cultural circuit has plenty to offer including a budding contemporary arts scene, as well as the popular Jaipur Literature Festival – which has helped put the city on the international map and substantially increased its global presence.

The 18th century city also holds the distinction of being the first planned medieval city in the India; and today, this growing economic and cultural centre is steadily moving towards establishing itself as a city of the future under the Smart Cities Mission by blending heritage with technology and modernity.

These speakers and experts will look at Jaipur through varied lenses – the city's growing arts scene, its world renowned architectural heritage juxtaposed with modern and contemporary urban design, and its emergence as a regional cultural hub. Our panel will examine Jaipur from a past, present and future perspective and chart its journey and evolution through the years – unearthing fascinating lesser-known nuggets, spotlighting influential personalities and documenting pivotal moments along the way – which have shaped its distinct cultural and urban fabric.

Read more about the Series below:

This series aims to spotlight India's cities and their legacy and contributions that have shaped the nation's heritage and continue to have tremendous contemporary influence and impact. Cities under the cultural microscope include Hyderabad, Pune, Ahmedabad, Jaipur, Chandigarh and Lucknow. The highlight is on the particularities of each city's unique culture and heritage and how these aspects have changed and evolved over time, influencing their perceptions in the wider world. Varied perspectives on the cultural identity of these urban landscapes will be presented – as informed by history, hidden stories and local insights through diverse lenses. The conversations are focused on restoring, reinventing and reiterating the legacy of these great cities.

Join us on our next stop on this exciting cultural journey through India's cities – Jaipur!

When: Thursday, 10th June 2021 | 6:00 PM – 7:30 PM (IST)

RSVP: www.avidlearning.in

Press Email: Ayes Shah Dadachanji on ayeshah.avid@gmail.com


#CULTURALCAPITALS


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CULTURAL CAPITALS
Future Legacies of India's Cities
JAIPUR

Other than Jaipur's historical significance, the beloved pink city also has a vibrant cultural circuit, putting it on the international map. The 2nd edition in this series will look at Jaipur through the lens of art, design heritage, cuisine and much, much more. Join us for a conversation to learn more about UNESCO's World Heritage City through different lenses!






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Mini Menon

THU, 10 JUNE | 6.00-7.30 PM (IST) | REG: www.avidlearning.in

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About the Speakers

Born and raised in Jaipur, **Tarang Arora** comes from a family credited as the creators of one of India's most magnificent heritage jewellery brands, Amrapali- which has a retail presence in over 38 locations world over, including India and internationally. He later moved to London, where he successfully graduated as a Gemologist from GIA. Along with this, he also studied Jewellery Designing, Manufacturing and CAD CAM. He is a member of YPO (Young Presidents Organisation) and has acted as surrogate at various public events. Over the years, Tarang has garnered many notable awards for the brand including: Ethnic Jewellery Designer, Best Accessory Designer, Most Innovative Jewellery Designer, Highest Exports, Best Bridal Jewellery and Couture Jewellery. He has been covered by Financial Times, Harrods Magazine among other publications. He has been selected for GQ's Best Dressed Men in India list and has been featured in Grazia as the 100 Most Influential Indians, CNT India as the 50 Most Glamorous Travellers, VOGUE India for Tribes of Cool List –The Originals, Blackbook as the top 100 Indians and many more. <http://www.amrapalijewels.com/stores/>

Mini Menon is the Co-Founder and Editor of Live History India, a first of its kind digital platform focussed on creating and putting out multi-media content on Indian history and cultural legacy. Since launch, Live History India has reached over 100 million people across India and the world. It has also brought together over 150 historians and experts on its platform. An award winning journalist and author, Mini has also reported on the changing face of politics and business in India for the last 20 years Her last assignment was as Executive Editor of Bloomberg TV India. In 2013 Mini's first book, 'Riding the Wave' was published by HarperCollins. Mini has been awarded the Rajiv Gandhi Award for Excellence, as a young achiever and in 2009 she was adjudged the Best Business News Anchor by the Indian Broadcasting Federation.

What started as the love for exploring cuisines from all around the world has now successfully bloomed into a full-time profession for **Dushyant Singh**. Always eager to learn about new cuisines and ingredients, his hobby has been to travel around the world and indulge in food experiments with chefs. 8 years ago, he envisioned introducing the people of Jaipur with true continental flavours that he had fallen in love with and started his own bistro. The journey, ever since, has been a pleasant one for him and he has never had to look back. He dedicated himself towards creating more palatable experiences in dining, catering, and festivals and had the pleasure to work with celebrated chefs like Alain Passard and Manjeet Singh Gill. He avidly writes about his gastronomical adventures on www.gourmetgetawayblog.wordpress.com.

Yogesh Chaudhary, provides Jaipur Rugs the strategic direction it needs to explore business opportunities in the domestic and global markets. Under his leadership, the company has increased its global presence to 65 plus nations, from just two a decade ago. He pioneered the brand's foray in the domestic market in 2016 with a retail outlet in Delhi. After its success, the brand opened showrooms in Mumbai and Jaipur and has more in the pipeline in 2021. A management student from Boston College, USA, Yogesh's entrepreneurial abilities and deep knowledge of the rug business has guided Jaipur Rugs foray into positioning the company as a global leader in manufacturing and exporting exclusive, designer hand-knotted rugs worldwide.

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About Partners

Live History India

Live History India is a first of its kind multimedia platform on India's history and rich cultural heritage. Over the last 4 years, LHI (www.livehistoryindia.com) has done over 3000 articles and films, mapping large parts of India and its history. It has also created a growing pool of over 150 historians and authors who actively contribute to the platform.

Through its detailed coverage of the 'Stories that Make India', Live History India hopes to help Indians and India admirers 'Rediscover' India's rich and layered history, so that we can revive what we are losing and create a groundswell to restore and protect our tangible and intangible heritage. Over 3 million people, from across India and the world, log in to Live History India, each month.