

AVID Online presents a live masterclass on food and travel writing with Varud Gupta – Co-author of the Award-winning book *Bhaqwaan Ke Pakwaan*

For Immediate Release

Food & travel writing has emerged as one of the most popular genres of writing across the Internet. Writing a lucid, evocative and tantalizing piece on your last vacation, a new cuisine that you encountered or a delectable culinary culture you may have discovered, is a special art as it must conjure and recreate, not just a sense of place but also a sense of taste.

Join **Literature Live!**, **Penguin Random House India** and **Avid Learning** for an exciting live masterclass – **Documenting Food and Travel Adventures** – which will guide participants on how to record, document and portray journeys and adventures, cuisines and cultures, smells, textures and flavours as well as a sense of place. Led by *Writer Varud Gupta*, this masterclass will ensure that you never travel and taste the same way again!

Masterclass Highlights include:

- Honing your observation skills and eye for detail – Identifying unique aspects in your travel and food adventures
- Selecting and researching subject matter and planning on-ground explorations
- Tips and tricks on how to vividly capture, record and document diverse travel experiences and culinary cultures
- Understanding the travel and food writing genres and the different frameworks, structures and approaches adopted
- Learning how to transform adventures into thoughtful and evocative memoirs – Weaving in travel, culinary and cultural anecdotes and experiences into stories
- Discovering and developing your own unique voice and style
- Building a good travelogue and travel journal by working in collaboration and communicating creative visions

‘Bon Voyage’ and ‘Bon Appetit’ will have a whole different meaning after this masterclass!

Join us to learn how to reminisce and record your culinary and cultural adventures in the comfort of your homes!

When: Saturday, 20th June 2020 | 5:00 PM – 6:30 PM

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About the Speaker

Varud Gupta was bred for the business world until an existential crises sent him travelling through the culinary cultures of the world. It was in documenting odd jobs as a cheesemonger or asador that his journey as a writer began. His first book, *Bhagwaan Ke Pakwaan*, was a travel narrative through the faiths and foods of India. And the story of *Chhotu*, represents the culmination of the first chapter on this existential path.

About Partners

Literature Live! The Mumbai LitFest, is India's leading literary festival, attracting the world's great writers, performers and publishers. Last year over 150 writers from 17 countries took part in the festival. It has hosted world renowned authors like Sir Vidia Naipual, Anne Enright, Martin Amis, Germaine Greer, Amitav Ghosh, Shashi Tharoor, Ramchandra Guha, Ben Okri, Vikram Seth, Tom Friedman, Sebastian Faulks, AC Grayling, Lionel Shriver, Neil McGregor and many other Nobel, Booker and Pulitzer Prize winning authors. In its 11th year, the festival will take place from November 19 to 22, 2020, at NCPA, Nariman Point; Title Waves, Bandra and Prithvi Theatre, Juhu.

Penguin Random House India is the largest English language trade publisher. The company publishes over 250 new titles every year and has an active backlist of 3000 titles. With a strong fiction and nonfiction list, we publish across every segment including biography, travel, business, politics, history, religion and philosophy, lifestyle, cookery, health and fitness, sports and leisure, visual books and children's books. The children's titles are published the Puffin and Ladybird imprints. We also publish Disney India's iconic Mickey and Friends characters and five classic characters- Aladdin, Peter Pan, Pinocchio, Dumbo and the cast of The Jungle Book- under the Puffin imprint in India. Our illustrious author list includes three Booker Prize winning novels (The God of Small Things, The Inheritance of Loss and Life of Pi) and virtually every major literary prize, including the Nobel Prize, the Magsaysay Award, the Jnanpith Award, the Sahitya Akademi Award and the Commonwealth Writers' Prize. Several of our authors are also recipients of the Bharat Ratna and Padma Vibhushan, India's highest civilian honours. Penguin Random House India has a co-publishing partnership with Majul Publishing House for local language translations across adult and children's fiction and non-fiction titles that are available in Hindi, Gujrati, Tamil, Telugu and Marathi. Further, we are also the exclusive distribution partners for some of the leading publishing houses – Faber, Granta, Short Books, Atlantic Books UK, Canongate, Ingram Publishing Services, Pushkin, Sterling US, Egmont, Walker Books, Icon, FW Media, Guinness, Hay House, Wiley Business India, Zubaan, Black Ink and Fun OK Please – in India.

Avid Learning, the cultural philanthropy arm of the Essar Group founded in 2009 has, over the past decade, grown into one of Mumbai's leading public programming platforms and is firmly entrenched in the country's wider cultural ecosystem. Our thoughtfully curated and diverse events embrace the spirit of collaboration to bring together the best of Indian and international writers, artists, intellectuals, cultural experts, policymakers and industry leaders across Visual Art, Literature, Culture and Heritage, Education, Design & Technology and the Performing Arts through engaging and dynamic formats like panel discussions, workshops & master classes, roundtables, lecture demonstrations, festival platforms, symposiums & conferences, multidisciplinary performances and walkthroughs. To date, AVID has conducted over 1250 programs and connected with more than 150,000 individuals, a widely eclectic group of life-long learners including students, patrons, practitioners, influencers, thought leaders and cultural & creative enthusiasts in Mumbai, Delhi, Jaipur, Bangalore, Goa and Gujarat. We have also made our mark internationally, with events and collaborations in Dubai and New York. We regularly collaborate and partner with institutions, organisations and initiatives like the National Gallery of

Modern Art (NGMA), (CSMVS) Federation of Indian Chambers of Commerce and Industry (FICCI), one of the apex bodies that impact cultural policy and the creative sector as a whole. We have been at the helm of programming at the Royal Opera House, Mumbai India's only surviving Opera House since its reopening in 2016. We believe in the importance of arts for social change and we regularly offer our support and platforms for Social Advocacy.

In April 2020, we launched **AVID Online**, an online further learning campaign on our social media platforms for our followers to engage with a range of varied topics across the breadth of the arts. Our eclectic faculty of experts, thought leaders, practitioners and innovators continue to share their learnings, expertise and knowledge on our social media platforms with tailored content featured weekly for AVID's online community and beyond. In collaboration with long-term and new partners, we have since dimensionalised the campaign by re-introducing our existing offline formats and IPs and enhancing them for digital engagement. We have taken our content live with engaging masterclasses and virtual panel discussions and also built robust tangential campaigns and series in support of worthy causes and highlighting topical issues. To keep updated on our programmes, like us on <https://www.facebook.com/avidlearning/>, follow us on <https://twitter.com/AvidLearning> and Instagram: @avidlearning or log onto <http://www.avidlearning.in> #LearningNeverStops!

Watch all past AVID Online episodes on our dedicated YouTube Playlist:

<https://www.youtube.com/playlist?list=PLYt7Q44R5xkd4dRefvV3nFloOHEePgLAZ>