

**Avid Learning presents an evening showcasing one of our oldest and finest Art Traditions:
Pichvai**

For immediate release

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Avid Learning and **Saraswati Singhal Foundation** present **Pichvai: Tradition and Beyond**, a panel discussion in conjunction with an exhibition by the same name.

The description of the event is as below:

A pichvai is a meticulously detailed, hand-painted textile traditionally hung behind the idol of Shrinathji, an incarnation of the Hindu god Krishna. The evocative nuances of this deceptively simple painting style hides layers of spiritual significance, symbolism and varied visual imagery depicting the many seasons and moods of Lord Krishna through the year.

Over the last century, these painted textiles created for ritualistic use at the shrine have taken on a new role as wall art. Pichvai art is in the process of undergoing a renaissance with the concerted efforts of *Art Revivalist and Curator Pooja Singhal* and her Foundation dedicated to reviving and preserving the tradition. For traditional art forms and practices to resonate with contemporary audiences, they require to be re-interpreted and contextualised for the here and now.

Join Pooja in conversation with *Artist Desmond Lazaro* and *Writer and Publisher Malvika Singh* to learn more about this 17th Century art form and the efforts being made to revive and contemporize its rare craft.

Learn more about the historical aspects of this painting tradition; learn about compositional intricacies of proportion and geometry and about materials like pigments, papers and cloth that are traditionally used from Desmond Lazaro who trained under a master from the Pichvai Tradition and showed his contemporary works at the Kochi Biennale. How do we contemporize the art form in order to create a more accessible market for younger generations and contemporary cultural consumers? Malvika Singh who has revived the iconic Bikaner House, Jawahar Kala Kendra, Museum of Legacies and Naharharh Fort through and made them the centres of traditional and contemporary's arts, evaluates the need to create a platform to support and sustain the art and artisans working not just with Pichvai but other folk traditions as well and discuss why it is critical to preserve our rich heritage and sustain livelihoods. These experts evaluate the need to create a platform to support and sustain the art and artisans working not just with Pichvai but other folk traditions as well and discuss why it is critical to preserve our rich heritage and sustain livelihoods.

How are these layered historical styles and influences reimagined and reworked in newer scales, formats and themes? What modes and methods of support facilitate these skilled artisans to merge traditional techniques with contemporary application?

Join us for an evening celebrating and supporting one of our most beautiful art traditions.

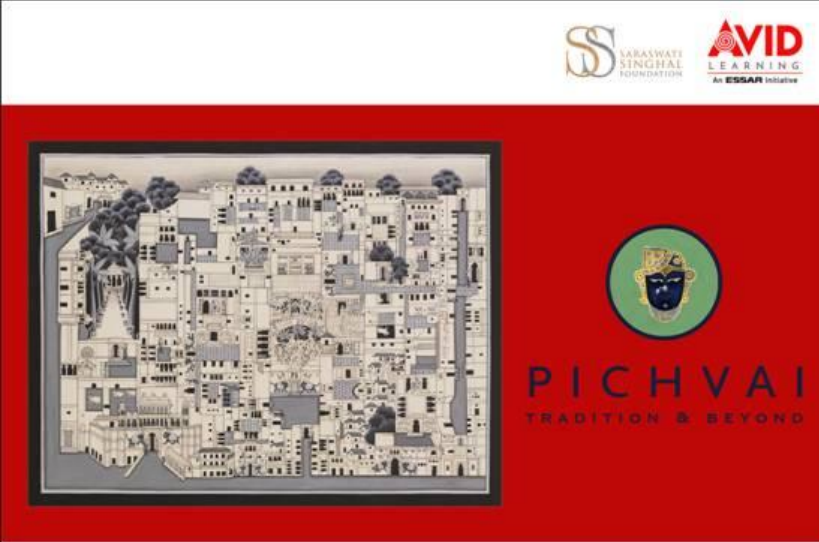
Where: Famous Studios, 20, Dr. E Moses Road, Mahalaxmi, Mumbai.

When: Friday, 6th April 2018; 6:00 PM – 6:30 PM - Registrations and Refreshments | 6:30 PM – 8:00 PM – Discussion

RSVP Email / Call: www.avidlearning.in/ [avidlearning@essarservices.co.in/](mailto:avidlearning@essarservices.co.in)

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About the Speakers:

Pooja Singhal is an Art Revivalist and Curator. She represents the third generation of an industrialist family that is deeply rooted in Udaipur, Rajasthan. An art aficionado and philanthropist, Pooja leads initiatives directed towards development of traditional art forms and welfare of Indian Artisans. With a creative bent of mind and an entrepreneurial spirit, Pooja has had a keen eye for art and fashion. After setting up RUH (Delhi-based clothing brand for women) in 2004, her inclination towards art took route and she began working towards revival of Pichvai art forms with the traditional artisan families based in Udaipur. Pooja held her first exhibition to showcase over 80 Pichvai paintings in New Delhi in 2015, participated at India Art

Fair 2016 and curated a special presentation at Kochi Muziris Biennale in 2016-2017. After completing her Master's Degree in Business Administration from KATZ, University of Pittsburgh USA and Bachelor Degree in Economics from Shriram College, Delhi University, she did a stint in Banking. She has also been an involved member with Delhi Crafts Council and the Sahachari Foundation (Mumbai based NGO), Patron at FICA and the Collectors Programme at India Art Fair. In 2018, Pooja set up the Tradition & Beyond Foundation that will look at reviving forgotten art forms and traditions.

Desmond Lazaro is a painter whose work reinvents miniature painting, the tradition he was trained in. His is a boundary-pushing art that makes this traditional craft seem especially current. Born in Leeds in 1968, Lazaro came to India in 1990 to study at the art school of Baroda. Captivated by the historic painting traditions of Rajasthan he stayed on to study for twelve years under late Jaipur Master painter Bannu Ved Pal Sharma. Lazaro also submitted a PHD thesis on the Pichvai painting tradition at the Prince's School of Traditional Arts in London. Lazaro's work, as well as his personal history, spans East and West, and he has exhibited extensively in India, UK, Dubai, Hong Kong and Germany. Given the artist's global history, it is fitting that the most ambitious work in Lazaro's oeuvre is at the new Mumbai airport, an 80 x 50 foot artwork representing the gods and goddesses of South India using traditional woodcarving and re-imagining of the Tagore painting tradition.

Malvika Singh is the Publisher of SEMINAR, a journal of ideas. She is a member of the Rajasthan Chief Minister's Advisory Council, in the domain of Arts, Culture and Tourism. She is also the author of NEW DELHI - making of a capital; PERPETUAL CITY; amongst others, and has edited a city series under the SEMINAR imprint.

She is Consulting Editor to LIMITED EDITIONS, an imprint of Academic Foundation, publishers. Malvika Singh was Decorated as a Dame in the Civil Merit Honours list of the King of Spain 2009.

About Partners

Saraswati Singhal Foundation

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 850 programs and connected with more than 95,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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