

A Discussion around an exhibition showcasing photographic prints of The Beatles' time in India with photographer Paul Saltzman, which highlights the role of photography in representing subcultures

For Immediate Release

In 1968, The Beatles visited Rishikesh, India to study transcendental meditation at the Maharishi Mahesh Yogi's Ashram on the banks of the Ganga. It was here that they crossed paths with Canadian filmmaker Paul Saltzman, who was on a journey of his own, working as a sound-engineer for the National Film Board of Canada. Saltzman was also visiting the Ashram to mend a broken heart through meditation. He went on to spend 11 days meditating with John, Paul, George and Ringo and managed to capture some of the most intimate photographs ever taken of the iconic band. This collection of 25 photographic prints has been featured in his new book – *The Beatles in India* and will be exhibited in Mumbai for the first time at ICIA Gallery, Kala Ghoda. Tim B. Wride, Curator of Photography at The Norton Museum of Art says of Paul's work, "Saltzman's images are irresistible- the more one looks into them, the more they relinquish their secrets. Tiny details and unnoticed associations coalesce around the unplanned and the unexpected."

In 2000 Viking Penguin released Paul's first book, "The Beatles in Rishikesh". In early 2006, Paul created a deluxe Limited Edition Box- Set, "The Beatles in India". In 2018, Insight Editions released a hardcover edition of "The Beatles in India" a curated selection of which will be displayed in this forthcoming exhibition.

Avid Learning, Consulate General of Canada in Mumbai and ICIA Gallery present **Beatlemania: Capturing Subcultures through the Lens** a conversation between *filmmaker and photographer Paul Saltzman* and *art critic and curator Girish Shahane*. The Beatles have been influenced by and in turn influenced various subcultures. This exhibition will give us an insight into their time in India and in the wider context, how they were influential in the evolution of bohemianism and the formation of the 'hippie' movement. Using Paul's body of work showcased in the exhibition as a starting point, these speakers will probe the role of photography in the context of cultural phenomena and documenting subcultures.

The description of the event is as below:

These speakers will discuss how Photography showcases how subcultures continue to exist authentically even in the face of social and political opposition and how by documenting such communities, photographers create windows into highly complex watershed moments that future generations can learn from. This discussion will highlight the role and power of photography as a tool for documentation and exploration. Its ability to be compellingly descriptive, to freeze and capture a moment in time and to create and sustain narratives through history.

Paul will use his own experiences from his time in India to talk about how photography captures, portrays and represents subcultures, how it affects cultural phenomena in the wider context of 'the bandwagon effect' and its relevance in today's society. How has the art of photography evolved over time and with the arrival of new media? How has its importance and role in social and political change developed over the years? Some of the most iconic photographs have resulted in massive repercussions in social and political scenarios. How does it provoke emotion, send a message and spread awareness? How has it been crucial in giving a voice and a face to subcultures around the world? This discussion will also examine the influence Paul's work has had on contemporary photographers and filmmakers and also explore the various

techniques used by photographers that enable them to get under the skin of their subject and capture those candid, intimate moments and capture that definitive shot.

Paul Saltzman, *Filmmaker and Photographer* says, "As a young man of 23, with a camera in my backpack, I came to India in the hope of finding a different "me." In the hope of finding a deeper connection with my own soul. I learned meditation and it worked. A miracle. I met and hung out with the Beatles. A joy. All of it life changing. This is why it is a great honour and pleasure for me to have my work exhibited at the Institute of Contemporary Indian Art in Mumbai, and I very much look forward to having everyone enjoy the photographs and, through them, experience a bit of what we felt during this very special period in the Beatles' history."

His Excellency **Nadir Patel**, *High Commissioner for Canada to India* says "Canada is proud to mark the 50th anniversary of The Beatles' visit to India through an exhibit of photographs by Canadian filmmaker and photographer Paul Saltzman, taken during the Beatles' visit to Rishikesh. Paul captured some of the most iconic and intimate images of The Beatles ever taken and our partners: AVID Learning, the Institute of Contemporary Indian Art, and Reality Gives and I invite you all to be our honoured guest at the exhibit. Your support and donations will help underprivileged youth in communities in India gain access to opportunities, resources and education!"

This is AVID's second event around the Beatles' time in India. Last year, we launched Ajoy Bose's book on the subject with a panel discussion about the Beatles and their symbiotic relationship with India as well as a rousing performance of best-loved Beatles numbers live on the Royal Opera House stage.

Asad Lalljee, *SVP, Essar Group and CEO of Avid Learning, Curator, Royal Opera House Mumbai* says, "We are delighted to continue our collaboration with the Consulate General of Canada in Mumbai and ICIA. At AVID we are always pushing the boundaries to explore unique aspects of art, culture and heritage, and the Beatles, as many may not know, have been an integral musical and cultural influence on the cultural fabric of Mumbai. We celebrate this iconic band, and the subculture that they inspired- and continue to- with this upcoming event."

The exhibition will be on view at ICIA Gallery from 19th to 22nd September, 2018. Proceeds from the sale of these works will go towards **Reality Gives**, an NGO which works to provide young people underprivileged communities in India with equal access to opportunities, resources, high quality education and experiences to help them maximize their potential.

WHERE – ICIA Art Gallery, Next to Rampart House, K. Dubash Marg, Kala Ghoda, Mumbai – 400023

WHEN – Wednesday, 19th September 2018 | 6:00 PM – 6:30 PM - Registrations and Refreshments | 6:30 PM – 8:00 PM – Discussion

RSVP – www.avidlearning.in; avidlearning@essarservices.co.in / +919769937710; prior registration required

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CAPTURING SUBCULTURES THROUGH THE LENS

To coincide with an exclusive exhibition of photographs taken by *Filmmaker and Photographer Paul Saltzman* of The Beatles' time in India in 1968, **Avid Learning, Consulate General of Canada in Mumbai** and **ICIA Gallery** present a conversation between the photographer and *Art Critic and Curator Girish Shahane*. The Beatles have been influenced by and in turn influenced various subcultures. This exhibition will give us an insight into their time in India and in the wider context, how they were influential in the evolution of bohemianism and the formation of the 'hippie' movement. Using Paul's body of work showcased in the exhibition as a starting point, these speakers will probe the role of photography in the context of cultural phenomena and documenting subcultures. Paul will use his own experiences from his time in India to talk about how photography captures, portrays and represents subcultures, how it affects cultural phenomena in the wider context of 'the bandwagon effect' and its relevance in today's society.

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Date: Wednesday, 19th September, 2018

Time: 6:00 PM - 6:30 PM - Registrations and informal walkthrough
6:30 PM - 8:00 PM - Discussion

Venue: ICIA Art Gallery, Next to Rampart House, K Dubash Marg, Kala Ghoda, Fort, Mumbai, Maharashtra 400023

RSVP: www.avidlearning.in/ avidlearning@essarservices.co.in / +919769937710; prior registration required

About The Speakers

Paul Saltzman is a two-time Emmy Award-winning film and television director-producer with over 300 dramas and documentaries to his credit. His most recent productions are three feature length documentaries: *The Beatles in India*; *Prom Night in Mississippi* and *The Last White Knight—Is Reconciliation Possible?* In 1965 he did civil rights work with SNCC—Student Non-Violent Coordinating Committee—in Mississippi. In 1968 he was 2nd-unit director and production manager on the first IMAX film. Also in 1968 he learned meditation at the Maharishi Mahesh Yogi's ashram in Rishikesh, India where he met and photographed The Beatles, Donovan, Mia Farrow and others. In 1972, American inventor and visionary, Buckminster Fuller, gave Saltzman credit for changing his assessment of the 1960s generation. Mr. Saltzman has lectured at universities worldwide. A published author and photographer, his most recent book is *The Beatles in India*.

Girish Shahane has degrees in English literature from Elphinstone College, Bombay University, and Oxford University, which he attended as a Rhodes Scholar. He was editor and later consulting editor of Art India magazine. Exhibitions curated by him include The Presence of the Past (Jehangir Nicholson Gallery, 1998); Art / Technology (Max Mueller Bhavan, Bombay, 2000); Home Spun (Devi Art Foundation, Gurgaon, 2011); Bright Noise (Lalit Kala Akademi, Chennai, 2014), and Midnight's Grandchildren (Studio X, Bombay, 2014). Shahane was Director of the Skoda Prize for Indian Contemporary Art from 2011 to 2013, Artistic Director of Art Chennai 2014, and Artistic Director of the India Art Fair 2015. He writes a weekly column for Scroll.in.

About Partners

Institute of Contemporary Indian Art: ICIA is one of India's largest grass root locations to exhibit art. Started in 2007 by the Safset group, ICIA spans over 3 floors. Given that there are hardly any museums in India, ICIA aims to exhibit Museum quality works for its viewers and the public.

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 900 programs and connected with more than 100,000 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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Reality Gives is a community-based education NGO founded in Mumbai's Dharavi, one of Asia's largest slums and home to over a million people. It envisions a world where underprivileged communities have equitable access to opportunities and resources, and believes education is the most powerful tool people can use to break the cycle of poverty. Through its school, youth and sporting programmes, Reality Gives has reached over 7000 children and young adults since 2009. Using quality curricula developed through a blend of local and international expertise, its focus is on bringing quality standards from leading domestic and overseas institutes to India's slum communities, all the while monitored closely by a Director of Education recruited from Harvard University. There is another unique aspect to Reality Gives' approach: it hires and trains staff locally to deliver its programmes, with the vast majority of its teachers, sports coaches, and operational staff coming from the communities they now serve.