

Join Avid Learning at the Forefront of Digital Innovation to Discuss the Convergence of Arts, Culture, and Technology at the G 20 Bengaluru Cultural Tracker

Avid Learning's curatorial philosophy centers around the development of **Cultural and Creative Industries**, presenting and curating multi-stakeholder events benefitting the arts and culture fraternity as a whole. Since early this year, Avid Learning has presented a variety of events in partnership with the **Ministry of Culture** celebrating **India's G20 Presidency** including the **International Museum Expo 2023** (May 18th-20th) in New Delhi, where it curated the panel on '**Transcending Boundaries.**'

As a distinguished member of the **FICCI Culture Committee 2023**, CEO of Avid Learning **Asad Lalljee** brings his expertise in steering policy-making conversations to lead the discussion on the leveraging of digital technologies for the protection and promotion of culture in **Bengaluru**, the tech capital of the country and one of the biggest tech hubs in the world.

For Immediate Release:

Avid Learning is proud to partner with **UNESCO, FICCI, Museum of Art & Photography, MAP - Bengaluru, Bangalore International Centre BIC, Teamwork Arts, and Art Links Learning** to present the **Bengaluru Cultural Tracker: 'Intersections: Arts, Culture, and Technology'** organized as part of the **Culture Working Group** under **India's G20 Presidency** which will be held at **MAP Bengaluru on 7th July.**

This event marks the culmination of several roundtables and brainstorming sessions, both online and in Mumbai and New Delhi, leading up to the **Cultural Tracker** under **UNESCO and G20**. The city of Bengaluru will provide an ideal setting to explore the convergence of arts, culture, and technology. In this regard the creation of an open access digital platform to explore cultural heritage, digital technologies and data recording are among the key areas of imminent and future engagement. The focus of the event will be on catalyzing digital technologies to support knowledge building, education, sustainable management, and dissemination of cultural heritage while enabling exchange networks involving communities and professionals.

The description of the conclave and the sessions which include panel discussions, case-study presentations, and performances is as below:

Intersections: Arts, Culture, and Technology

In the day-long conclave, industry experts, policymakers, and cultural practitioners will come together to advance the dialogue on the journey - from analog to digital platforms, and the use of digital technologies to protect and preserve cultural heritage. The dialogues and discussions would address key policy issues, challenges, and solutions that drive the Creative Sector. This will in turn be summed up by **UNESCO** and presented as a white paper at the forthcoming **G-20 Cultural Tracker**.

Program 1 – Context Setting: Convenors

The conclave will begin with presentations and opening remarks by the convenors *Co-Founder, Art Links Learning and Member of FICCI Arts & Culture Committee* **Sadhana Rao** and *SVP, Essar Group, CEO, Avid Learning, Curator, Royal Opera House, Mumbai & Member of FICCI Arts & Culture Committee* **Asad Lalljee**.

Program 2 – Value of Arts

With his extensive experience and expertise in the field, *Managing Director, Teamwork Arts & Co-Chair, FICCI Creative Industries* **Sanjoy K. Roy** will give a presentation on the value and impact of arts on society highlighting its immense social, cultural, and economic value to our lives.

Program 3 – Creative Sector Overview

Past President, FICCI; Mentor, FICCI Tourism & Culture Committee & CMD, The Lalit Suri Hospitality Group **Dr. Jyotsna Suri's** presentation will share insights into the creative sector, offering valuable perspectives on the intersection of tourism, hospitality, and the arts, and enhance the overall visitor experience.

Program 4 – UNESCO Overview

Programme Officer for Culture at UNESCO New Delhi, Ankush Seth will present an overview of the organization's initiatives and programs related to culture, highlighting the significance of safeguarding cultural diversity, promoting intercultural dialogue, and preserving the world's cultural heritage for future generations.

Program 5 - From Brick & Mortar to Metaverse

Hon. Director, Bangalore International Centre V. Ravichandar will take the attendees on a journey of transformational change in cultural institutions.

Program 6 - Log the Analog

An engaging panel discussion to understand the signature of the current times, as the world is changing from analog to digital where a diverse group of cultural practitioners including *Art Curator, Researcher, and Writer Tanya Abraham, AI and New Media Artist, Harshit Agrawal, Director, Indian Music Experience Museum Bangalore Preema John, Hindustani Classical Vocalist & Professor, Performing Arts, O.P. Jindal Global University Priya Kanungo,* and *Managing Director, Teamwork Arts & Co-Chair, FICCI Creative Industries Sanjoy K. Roy* will be discussing the democratization of access to cultural assets, creating repositories and registries, and plinth and policy frameworks in their respective spheres of work with the moderator *Co-Founder, Art Links Learning and Member of FICCI Arts & Culture Committee Sadhana Rao.*

Program 7 - Linking Art & Technology

A spectacular performance bridging the worlds of art and technology by *Hindustani Classical Vocalist & Professor, Performing Arts, O.P. Jindal Global University Priya Kanungo.*

Program 8 - Do Wires Dream of Veins: An Artist's Experiments with Technology

An immersive art demonstration with a unique fusion of human imagination and digital possibilities by *AI and New Media Artist, Harshit Agrawal.*

Program 9 - Digital Transformation of Culture: Exploring AI's Role

A captivating panel discussion exploring the potential impact of Artificial Intelligence on various aspects of culture, including creation, preservation, access, and experience, focusing on harnessing Artificial Intelligence to nurture an inclusive cultural sector with *Indian Sci-Fi Creator, Screenwriter, and VP of Development, BANG BANG Mediacorp Prateek Arora, Director, Infosys Foundation Shrutee Khurana, Founder Director, BeFantastic.in Kamya Ramachandran, Managing Partner - India, Celesta Capital Sudhir Rao,* and *Founder, Maker's Legal Pankhuri Upadhyay.* The panelists will be in conversation with the moderator *SVP, Essar Group, CEO, Avid Learning, Curator, Royal Opera House, Mumbai & Member of FICCI Arts & Culture Committee Asad Lalljee.*

Program 10 – Intersections: Arts and Technology – British Council Overview

Director of Arts in India, British Council Jonathan Kennedy's presentation will explore the innovative ways in which artists and technologists collaborate to create immersive experiences, digital art, and interactive installations shaping the future of the arts landscape.

Program 11 - MAP Experience: The Real and The Virtual

An interactive presentation by the Director, Museum of Art & Photography - MAP Bengaluru, Kamini Sawhney combining the best of art in both realms followed by a special walkthrough of the museum.

The Bengaluru Cultural Tracker recognizes the importance of developing national cultural policies that align with the digital age. Through presentations, panel discussions, and lecture demonstrations, the stakeholders will commit to advance culture as a public good and advance innovation at the intersection of arts, culture, and technology. By fostering collaboration, sharing insights, and identifying best practices, the event aims to contribute to the development of comprehensive and forward-thinking cultural policies.

When: Friday, 7th July 2023 | 10:00 AM – 10:30 AM Registration | 10:30 AM – 06:00 PM - Sessions
Where: Museum of Art & Photography – MAP, Bengaluru 22, Kasturba Rd, Shanthala Nagar, Bengaluru
RSVP: <https://map-india.org/map-events/intersections-arts-culture-technology/>
Press: ayeshah.avid@gmail.com

Avid Learning Social media handles :

Website : www.avidlearning.in
Facebook : <https://www.facebook.com/avidlearning/>
Instagram : @avidlearning
Twitter : @avidlearning

Bangalore International Center social media handles:

Website : <https://bangaloreinternationalcentre.org/>
Instagram: @bicblr
Facebook: <https://www.facebook.com/BICBlr>
Linkedin: <https://www.linkedin.com/company/bicblr/>
Twitter: @bicblr

MAP Banglore Social Media handles

Website : <https://map-india.org/>
Instagram : @mapbangalore
Twitter : @MAPBangalore
Facebook : <https://www.facebook.com/MuseumofArtandPhotography/>
Linkedin : <https://www.linkedin.com/company/museumofartandphotography>

Teamwork Arts

Website : <https://teamworkarts.com/>
Instagram : @teamworkarts
Twitter : @TeamworkArts
Facebook : <https://www.facebook.com/teamworkarts/>
Linkedin : <https://www.linkedin.com/company/teamwork-arts/>

FICCI

Website : <https://www.ficci.in>
Instagram : @ficci_india
Twitter : @ficci_india
Facebook : <https://www.facebook.com/ficciindia>
Linkedin : <https://www.linkedin.com/company/ficci/>