

Weaving a Greener Future! CSMVS x AVID present a live masterclass on sustainable textiles and fashion in honour of World Environment Day 2020

For Immediate Release

The future of fashion and materiality is changing rapidly, with a greater focus placed upon sustainability. A recent UN report stated that the fashion industry alone accounts for approximately 10% of greenhouse gas emissions. The way we design, create and consume is undergoing a sea change with mounting concerns about these industries being amongst the most polluting and damaging in the world.

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSMVS) and **Avid Learning** present **Sustainability NOW: The Future of Textiles**, a live masterclass led by *Lifestyle Journalist and Sustainability Activist Bandana Tewari* as a follow up to **World Environment Day 2020** and in culmination of **Environment Week @ AVID Online**.

Please read on for more details:

This masterclass – part of CSMVS and AVID’s ongoing **Sustainability NOW** series – will examine emerging trends, initiatives and best practices in the textile space as well as analyse future trajectories for the fashion industry as a whole.

Masterclass Highlights include:

- Examining the need and importance of sustainability in textiles and fashion
- Tracking current trends with relevant case studies and examples
- Understanding the concept of social sustainability in textiles and fashion
- Examining shifting consumer patterns
- Exploring future trends and best practices in the textile and fashion industry

Please read on below for more on the series:

Sustainability NOW is a thematised and targeted series of discussions that aim to convert audiences into change makers and active catalysts and custodians of a greener future. In this series, we will cover topics such as architecture and urbanism, emerging trends in the fashion industry, the future of food and conscious consumption, and technological innovations all in the context of sustainable practices and philosophies. Speakers will include artists, designers, chefs, architects, creative entrepreneurs, policymakers, environmentalists, urban planners, educators, scientists, social media influencers, philanthropists, scholars, and business leaders. Insights from the visual and performing arts, literature, cultural heritage, food, fashion, etc. will be shared and projects and models of diverse arts organizations, business start-ups, academic institutions, national and international policymaking bodies, and advocacy organizations will be examined.

The ongoing Environment Week @ AVID Online has celebrated the spirit of sustainability with engaging content presented over the past few days on topics such as the emergence of slow fashion and future trends in the industry, as well as the importance and benefits of recycling and upcycling waste and the development of eco-friendly materials. Forthcoming episodes will highlight the role of the arts in spreading awareness about environmental degradation and on the occasion of World Environment Day we will present a live panel discussion on sustainable architecture and urbanism, followed by the airing of AVID’s Eco Reel – **Sustainability NOW: Creating Change for a Greener Future** – a short film celebrating the champions of sustainability.

We are also partnering with **Grow Trees** – an initiative which is doing some wonderful work building and re-building green cover by enabling the planting of trees. To participate in this campaign, post a drawing of a tree on your Instagram story, nominate at least three friends or family, mention us – #avidenvironmentweek and tag @avidlearning. AVID has pledged to plant one tree on behalf of every story posted. We urge you all to participate in this campaign and spread the word on social media.

We live in a time when sustainability is a buzzword on everyone's lips as we wake up to the reality that a fundamental shift is required in almost all aspects of how we live. With all the changes and shifts occurring in the world at this time, we at Avid Learning believe that it is critical to keep the conversation on sustainability alive and ongoing now more than ever. We now need to devise ways and models of working that keep people, prosperity, and the planet in equilibrium.

Join us to understand the future of textiles and material innovation for a sustainable tomorrow!

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

RSVP: www.avidlearning.in

Press Email / Call: Ayesha Dadachanji on ayeshah.avid@gmail.com / +91 9820155297

About the Speaker

Bandana Tewari is a lifestyle journalist and sustainability activist. She writes for The Business of Fashion extensively on a variety of topics from indigenous 'made-by-hand' economies of India and Indonesia, to transgender and LGBTQ representation in fashion. For Paro Good Earth, her writing focusses on ancient Indian wisdom Vedanta. She is a Special Advisor to Copenhagen Fashion Summit and sits on several advisory boards—NEST (NYC), Redress (Hong Kong), Global Fashion Agenda (Stockholm), South Asian Fashion Show (NYC) amongst others. Bandana is a TEDx speaker. She travels the world speaking in conferences about mindfulness in the luxury business, with a special focus on Gandhi & Fashion—a speech that focuses on sartorial integrity. Her speaker assignments have taken her to countries as varied as Berlin, Sydney, Kolkata and Jakarta amongst others. As Vogue India's Editor-at-Large for 13 years, Bandana was responsible for planning, visualizing and ideating fashion features for the ultimate style bible. Her ringside view of the rapidly evolving industry coupled with her signature ability to take the long view in every commentary has made her one of India's foremost authorities on fashion and lifestyle. Bandana's pieces have also appeared in well-regarded publications such as The New York Times, Vogue Arabia, Harper's Bazaar India, US Vogue, UK Vogue, Wallpaper*, and Tank, in addition to several leading Indian journals such as Platform, Hindustan Times and The Hindu. She has scripted and hosted 50 episodes of 'Simply Style' the first fashion series in Indian television, as well as the first series of fashion webisodes online.

About Partners

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSMVS) is one of the premier art and history museums in India. Founded in the early 1900s, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya is a Grade I Heritage Building and part of the UNESCO world heritage precinct in Mumbai. Today, it projects itself as a Museum of Ideas for the future and brings to the fore histories and narratives from the past that promise to shape our future.

Through a wide and dense network of educational programming, exhibitions and talks the Museum promotes a cross disciplinary and plural idea of the arts. It also aims at creating awareness and sensitivity towards our rich heritage through a visitor-friendly space for the purposes of education, study and enjoyment of the public. The Museum offers a perfect leisure day out for all its visitors where you can engage with a world-class art collection and participate in fun-n-learn activities. In 2019 it opened the new childrens museum, a facility for young visitors that can help them think critically.

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. Over the years, AVID has gained a reputation for curating thought provoking, innovative and path-breaking content that is intellectually and creatively stimulating and engages with a variety of topical subjects and trends. 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. We seek to democratize the arts, create new audiences, and deepen engagement by providing a platform that gives equal access and opportunity to new learners, fresh voices and nascent minds in order to nurture future stakeholders for the creative community in India. To date, AVID has conducted over 1150 programs and connected with more than 140,000 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 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. Thanks to a dedicated and innovative team, as well as a growing and evolving community of learners, AVID continues to give truth to the belief that Learning Never Stops! To keep updated and attend our events, 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>

About AVID Online

In April 2020, Avid Learning launched 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 share their learnings, expertise and knowledge on our social media platforms with tailored content for AVID's online community and beyond. This series of diverse online conversations and sessions opens up a world of tips, tricks, references and further learnings all in the comfort of your home! #LearningNeverStops @ AVID Online. Our campaign continues with 7 speakers featured weekly at 7 PM! Tune in today for your daily dose of inspiration and learning! Watch all episodes on our YouTube Playlist: <https://www.youtube.com/playlist?list=PLYt7Q44R5xkd4dRefvV3nFloOHEePgLAZ>