

For Immediate Release

Title: Avid Learning in partnership with the Kala Ghoda Association (KGA) presents

The Kala Ghoda Arts Festival Series 2016-17: A series around Arts and Culture in the City

Curatorial Premise:

In order to keep the momentum going throughout the year, the Kala Ghoda Arts Festival Series 2016-17 is programmed to bring alive the vibe of a 'City Arts Festival' in the minds of Mumbaikars, via the coming together of key partners in the cultural space namely, The Kala Ghoda Association and Avid Learning. Each of these partners brings their own DNA, Kala Ghoda is known for bringing arts and culture closer to the masses and AVID for its curation of unique and memorable arts and culture programming. Together we are setting out to present a series that resonates with the city, highlighting both the heritage and the contemporary arts and culture movements there-in.

Event Format:

The series will be presented monthly in an evening Panel Discussion format, slated for a Thursday of every month, between 6 PM and 8 PM. The inaugural series will be launched on Monday, 1st August 2016.

Content and Partners:

Our inspiration is the 'City of Mumbai'; its visual idioms, cultural iconography and movements that are synonymously associated with Mumbai w.r.t. art, design, architecture, music, food, theatre, fashion, environment, literature, innovation and film. KGA and Avid Learning will draw on their partnerships with International Consulates and Cultural Institutions in the city for content and speakers to encourage an exchange and dialogue on arts and culture between Mumbai and other international cities on relevant topics. Our first Episode will be in tandem with the Italian Consulate and will feature a visiting speaker from their country (as elaborated below).

Inaugural Session:

Our first inaugural program scheduled for Monday, 1st August 2016, brings together a dynamic tapestry of voices from art history, museology, anthropology, fashion and design to reflect on the design histories, cultural icons and contemporary imagery of Italy and India and to share the need to preserve the old alongside the new. We would be happy to arrange special preview of the workshop and exclusive interviews for your reputed daily.

The title and description of the panel are as below:

Heritage Goes Pop: Design and Culture in Contemporary Times

The design heritage of a nation represents its ancestry, history and tradition, while its evolving contemporary aesthetic symbolises its vibrancy, values and unique place in the world.

Join Alok Nanda, Veteran Design, Advertising and Branding Professional, Rooshad Shroff, Architect-Designer for the Prestigious Christian Louboutin Store, Bangkok and Giorgio Galleani, Head of Collections at the Triennale Design Museum of Milan in conversation with Dr. Alka Pande, Art Critic and Cultural Theorist, as they share the story of two design capitals, India and Italy through their design timelines, from ancient traditions of craftsmanship to contemporary visual idioms.

Where: CSMVS 159-161, M G Road, Kala Ghoda District, Mumbai 400032

When: Monday, 1st August 2016

RSVP Email / Call: avidlearning@essar.com / +919769937710; prior registration required

Press Email / Call: Dhvani Vyas on dhvani.vyas@essar.com / +91 9930134152.

We look forward to your continued support in spreading the word about this Series and inviting all Mumbaikars to attend and be a part of the same.

Bios of the Panelists

ROOSHADSHROFF is a multi-disciplinary design and research studio founded in July 2011 in Mumbai, India. While the practice remains dedicated to the realization of interiors and buildings, the studio also operates in areas beyond the traditional boundaries of architecture including furniture, product, fashion, publishing and graphic design.

Born in Mumbai- India, Rooshad Shroff received his undergraduate degree in Architecture at Cornell University where he was awarded the Edward Palmer York Memorial Prize for Outstanding performance in Design, as well as the Michael Rapuano Memorial Distinction in Design Award. His graduating thesis was later exhibited as part of the Emerging Talents, Emerging Technologies Exhibit at the Beijing Architecture Biennial in 2006.

ROOSHAD SHROFF, as a practice, celebrates the Indian artisan, the revival of the crafts of the hand-made, having custom made installations for international names such as Hermes and Christian Louboutin. The practice prides itself on its tailored RnD for each assignment, a customization in both materiality and technique

Giorgio Galleani is an Italian Architect and Ph.D in Interior and exhibitions design. He works for the Triennale Design Museum in Milan as a collaborator to the realization both of temporary exhibitions as well as various editions of the museum. He is also responsible for the museum's permanent collections of Italian Design and the Italian Design archives. Previously, he worked for several years as a lecturer and researcher in architectural design at the Milan Polytechnic. He has been a guest speaker at several universities and design conferences in and outside Italy.

Dr. Alka Pande is Consultant Arts Advisor and Curator, Visual Arts Gallery, India Habitat Centre in New Delhi. She holds a Post-Doctoral degree in Critical Art Theory from Goldsmiths College, under the aegis of the Charles Wallace India Trust Award, apart from an MA and PhD in History of Art from Punjab University, and an MA in History from Mumbai University. A recipient of the Chevalier de l'Ordre des Arts et des Lettres – Knight of the Order of Arts and Letters – from the French Government, she has authored several significant books on art and art history, among which Ardhanarishvara the Androgyne, Masterpieces of Indian Art, Indian Erotica, From Mustard Fields to Disco Lights and Shringara: The Many Faces of Indian Beauty. Dr. Pande has also curated some landmark exhibitions in India and abroad. Of especial note in 2015 was the exhibition entitled Kama Sutra: Spirituality and Eroticism in Indian Art at the Pinacothèque in Paris. She is the guest curator of the Sculpture Gallery at the City Palace Museum, Udaipur. She is also the artistic director of the India Habitat Centre's Photosphere, an interface between art and sustainability. She serves as the curator for the Kanha Museum of Life and Arts.

Alok Nanda is the founder and CEO of Alok Nanda & Company Communications Pvt. Ltd. – a creative brand consultancy.

As a multidisciplinary workspace, ANC moves seamlessly between advertising and strategic design including corporate identities, investigating corporate cultures, retail design, graphics and packaging to transform client businesses.

In existence for 15 year now, ANC has crafted identities for IDFC Bank, Quikr and Eurokids, created campaigns for Lodha, Marico, Google and Taj Hotels properties in Mauritius, Maldives, the US and South Africa. And retail design and packaging for Sula Wines, PVR and Kaya Skin clinics. Recently, for Unilever, they took the Taj Mahal Tea brand into its first experience zone with The Taj Mahal Tea House.

ANC also runs a design shop – Filter, in Kala Ghoda. The store is a creative lab for designers and writers, showcasing original, quirky products and content.

Prior to ANC, Alok was the National Creative Director of Grey Advertising, India and a member of the Grey Asia Pacific Creative Board.

About Partners:

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 600 programs and connected with more than 55,000 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.

Facebook : www.facebook.com/Avidlearning

Twitter : www.twitter.com/Avidlearning

Instagram: @avidlearning

The Kala Ghoda Association:

The Kala Ghoda Association, was formed in 1998 with the object of restoring, maintaining and preserving the architectural heritage and the culture of the art district of Kalaghoda, South Mumbai.

Since 1999 the KGA, host the annual Kala Ghoda Arts Festival, the country's largest multicultural festival, created to draw attention to this unique and beautiful area. The Festival spanning 9 days, across a 1 km radius, draws visitors in large numbers, not just from the city but from all over the country and the world.

CSMVS :

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, formerly known as the Prince of Wales Museum of Western India, is one of the premier art and history museum in India. Founded in the early 1900s, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya is one of the premier cultural institutions in the country. Today this building is listed as a Grade I Heritage Building and has been awarded the '2010 UNESCO Asia – Pacific Heritage Award' for Cultural Heritage Conservation. It has been awarded first place for Heritage Building Maintenance by the Indian Heritage Society.

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSMVS) aims to create awareness and sensitivity towards our rich heritage through a visitor-friendly museum 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.

The Italian Embassy Cultural Centre - Mumbai Section

The Italian Embassy Cultural Centre - Mumbai Section, or Istituto Italiano di Cultura (IIC) is part of a worldwide network of 83 Italian government offices located in all continents with a view to promoting Italian culture and civilization. IICs organize cultural events, offer courses of Italian language and civilization, facilitate contacts between Italian and local researchers and scholars and cooperate with local cultural organizations and academic institutions. Our main mandate is to make Italian culture known to the society at large in South Western India through the organization of artistic, cultural and academic events, the provision of courses of Italian language and civilization and the dissemination of information about Italy and its society.