

## **Title: #Art: Is Social Media the New Art Gallery?**

Can the familiarity and easy access of social media overshadow the physicality and exclusivity of the art gallery? Join Avid Learning's upcoming panel @ the 7<sup>th</sup> edition of **Social Media Week Mumbai #SMWMumbai**, for a freewheeling chat on the production and consumption of art online with *Artist-Entrepreneur and Founder of the 'Merchants of Cool'*, **Jatin Kampani**, and *Art Connoisseur and Director of the Online Auction House Asta Guru*, **Tushar Sethi** in conversation with *Art Curator and Advisor*, **Farah Siddique** as they discuss the power of communities versus curators and popularity over professionalism towards the emergence of a new art eco-system! Also get an insider's view on how online galleries and auction models work and tips to set-up a new art venture online.

**Date:** Monday, 12<sup>th</sup> September 2016

**Time:** 7:45 PM to 8:30 PM

**Venue:** Hyatt Regency, Sahar Airport Road, Andheri (e) Mumbai.

**RSVP:** <https://socialmediaweek.org/mumbai/events/social-media-new-art-gallery/>

**Press Email / Call:** Dhvani Vyas on [dhvani.vyas@essar.com](mailto:dhvani.vyas@essar.com) / +91 9930134152

**About Avid Learning:** 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.

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### **About Panelists**

#### Jatin Kampani

Jatin Kampani is a celebrated photographer and online entrepreneur.

He began his career in 1996. His work has been featured consecutively in ARCHIVE's Special Edition of '200 Best Ad Photographers Worldwide'. Included in Kampani's repertoire are outstanding advertising campaigns that he executed for clients like De Beers, L'Oreal, Motorola, , ESPN, Pepsi, Canon and Sony. He is also an acclaimed Fashion photographer, having worked with publications like Elle, Marie Claire, L'Officiel, Hello, People and Verve. As an artist he has participated in several group shows across the country. Mr. Kampani was one among the chosen photographers invited to hold a solo exhibition at the Foto Art Festival, Bielsko Biala, Poland in the year 2009 and in 2011 he was chosen to be a part of the CHIVAS STUDIO 2011. His body of work also includes portraits of a number of distinguished individuals among them Her Highness late Rajmata Gayatri Devi, Amitabh Bachchan, Sachin Tendulkar, Shahrukh Khan, and Pandit Shivkumar Sharma. His work has won him several International awards. Along with some other enthusiasts, Kampani recently launched his online store 'MERCHANTS OF COOL' – [www.merchantsofcool.in](http://www.merchantsofcool.in) for promoting photography as an art form in India.

#### Tushar Sethi

Tushar Sethi, Director, Institute of Indian Contemporary Art and multi-business entrepreneur, has established for himself a prominent status in the Indian art firmament. He has founded

'Theartstrust.com', a popular online trading platform for art and [astaguru.com](http://astaguru.com) which enables online art auctioneering, Tushar Sethi has helped create a defining presence for Indian contemporary art on the world stage. A connoisseur and genuine lover of Art, his innovative initiatives have created a major impact on the Art scene.

#### Farah Siddiqi

Farah Siddiqi is a specialist in contemporary art from Southeast Asia particularly India and Pakistan. With several years of experience as a consultant in modern and contemporary art, Farah Siddiqi has been advising collectors on all aspects on art from the subcontinent.

In the last decade, Farah Siddiqi has been the curator of several successful exhibitions in traditional genres of painting and sculpture in addition to contemporary media of video and photography and has also been involved with fund raising activities for charity. Since 2009, Farah Siddiqi has been associated with global art firm – Artconsulting.

In addition to working with private collectors, she has worked on unique projects with Forbes, India.

Current projects include consulting Piramal Art Foundation, Mumbai and NYU Abu Dhabi, UAE. A contributor to art columns in several newspapers, travel and banking publications including Jet wings, DNA, India Today, Air India, 24k- Citibank magazine and BNP Paribas, Farah is also often invited for her specialist views on CNBC Asia, ET now and Bloomberg India to discuss the current state and outlook of the South Asian art Market.

#### **Social Media Week :**

Social Media Week is a leading news platform and worldwide conference that curates and shares the best ideas, innovations and insights into how social media and technology are changing business, society and culture around the world.

Human connectivity is being reimagined and SMW seeks to understand how humanity and technology will come together to change the ways we live, work and create.