

Attend a Day-long Symposium on Creating and Nurturing Art Leadership in India's Creative Sector

For Immediate Release

"Art is Literacy of the Heart."

- Elliot Eisner, Professor, Art and Education, Stanford

India is a repository for the living arts – multilayered and multicultural. With an explosion of activity and growth in all aspects of the art and culture sector- be it the visual and performing arts, literature, film, heritage, crafts, culinary arts, textiles and fashion- there is a need for competent, engaged and highly skilled leadership in these industries in order to achieve new heights. Visionary, passionate and invested leaders who are also formally trained and equipped in arts management are seminal catalysts for the future of these industries.

There is a growing requirement for professionally trained arts managers to take care of various arts and cultural organizations, projects and museums spread across the country. There is a need in India to encourage and disseminate the belief that by investing in young people's creative capital today, we are nurturing the entrepreneurs, inventors, policymakers, and active citizens of tomorrow. Experts, practitioners and thought leaders will come together to discuss the evolving role of art educators, the expanding definition of what art education means and how the future of work is shifting to incorporate more creative, fluid modes of thinking and problem-solving.

The Federation of Indian Chambers of Commerce and Industry (FICCI) Creative Industries Division, The Consulate General of Canada in Mumbai, SDA Bocconi Asia Center, Teamwork Arts and Avid Learning present **Art Orchestrators: Creating Future Leaders in the Arts**, a fascinating Symposium on the burgeoning need, current state and future trajectory of arts leadership and management in India's rapidly evolving Arts and Culture sector.

Please read below for more on the Symposium:

This program is a follow-up to the very first Mumbai Chapter of the Smart Cities, Art Cities: Summit for Building Creative Industries in India presented by AVID and FICCI in August 2018. This foray conference in Mumbai comprised of panel discussions and case study presentations featuring key speakers from the arts and culture fraternity. This event was very well attended by influencers, industry practitioners and key government officials from across the breadth of the arts who came together to participate, ideate and debate on the state of the creative industries pan-India, improvement of cultural policy and good governance for the arts.

Continuing our collaboration with FICCI, the largest and oldest apex business organisation in India, this upcoming day-long Symposium will continue the conversation on improving arts and culture infrastructure, and knowledge sharing systems in order to achieve international standards and work toward establishing best practices.

Experts from the world of Heritage Conservation, Arts Management, Arts Education, Theatre and performance institutions, Corporate Arts Philanthropy, Art and Artist Support Foundations and more will present on their unique initiatives in this context and come together to discuss and ideate on existing systems and future trajectories.

Shifts in the art education sector, the changing role of art educators, the importance of building younger stakeholders through education & training and patronage & philanthropy as well as the larger importance of creative thinking in the workplace will be discussed.

Topics to be focused on include building younger stakeholders and audiences for the Arts, examining various formal, informal and alternate art education models as well as gaining valuable insights from industry stalwarts who have supported and developed the industry in their own unique ways.

These sessions will also address questions like: How has technology changed the way art taught? Can Art managers and patrons be cultural diplomats? How can they raise awareness on different cultures and promote intercultural relations through the production of visual and performing arts? Are there technologies today that can aid in

disseminating iconic artworks in an innovative and entertaining fashion? What is the potential of the Indian market for new formats?

Other topics to be discussed will include collection management, curation, heritage site management and conservation, music and performance management, the overall business of art and the possibilities Big Data can offer for art management professionals.

The day will be divided into the following panels and presentations by influential voices from the arts:

Presentation | The Art of Managing the Arts |

Panel Discussion | Creating Younger Stakeholders for the Arts |

Panel Discussion | Creating New Models for Arts Education |

Presentation | Reinventing the Artist Studio |

Presentation | Leveraging Technology for the Arts |

Panel Discussion | Empowering Arts Practitioners through Patronage |

Dilip Chenoy, *Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI)* says, "India is not only the repository of one of the best cultural practices across the world but art and culture has a vast potential of becoming a core sector of employment generation and providing major contribution to the overall economy. We must focus on building young cultural leaders to take the baton and enrich this space with their verve, methodology and technology."

Sanjoy Roy, *Managing Director, Teamwork Arts, Co-Chair, FICCI Art and Culture Division & Symposium Co-Convenor* says, "Arts Leadership and professional arts education is key to enriching and empowering our institutions while creating competent and impassioned future stakeholders. FICCI's continued collaboration with Avid Learning brings together key stakeholders and continues the conversation on developing and bettering the creative sector nationwide. The arts have always looked to patronage and sponsorship to thrive. Given the many causes and needs that abound this conference will also address the need for a much more focused approach to supporting the arts and showcasing India's intangible heritage and wealth!"

Asad Lalljee, *SVP, Essar Group, CEO, Avid Learning, Curator, Royal Opera House, Mumbai, Member, FICCI Art and Culture Committee & Symposium Co-Convenor* says, "Following the success of the first ever Smart Cities Art Cities conference in Mumbai, we are proud to continue our collaboration with FICCI to present a powerful Symposium that we hope will examine meta issues related to the arts and culture sector and have our speakers weigh-in on the role education, patronage, training and technology play to help shape creative, competent, committed and passionate thought leaders in the arts."

Where: Essar House – Podium, 11, K.K. Marg, Mahalaxmi, Mumbai – 400034

When: 6th April 2019 | 10:00 AM – 10:30 AM – Registrations and Refreshments | 10:30 AM – 5:00 PM – Sessions
(For full schedule, please see the attachments)

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About Partners

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 1000 programs and connected with more than 125,000 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.

Canadian Consulate in Mumbai: In India, Canada is represented by the High Commission of Canada in New Delhi and Canada also has Consulate Generals in Mumbai, Bengaluru, Chandigarh and Kolkata. There are Trade Offices in Ahmedabad, Chennai, Hyderabad and Kolkata. The Consulate General of Canada in Mumbai works together with Indian institutions, organizations and individuals to strengthen relations between both countries by fostering mutual economic prosperity and promoting values of governance, democracy, pluralism and human rights. Canada is a multicultural society and the heart of Canadian multiculturalism is the belief that all citizens are equal, regardless of their race, cultural heritage, ethnicity, religion, ancestry and place of origin. Canada guarantees to all men and women complete freedom of conscience, thought, belief, opinion, expression, association and peaceful assembly.

Established in 1927, **The Federation of Indian Chambers of Commerce and Industry (FICCI)** is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community. The key focus of FICCI Creative Industries Division is to drive policy in the arts both at the state and national level. In order to do so we have set up an annual conference to bring together members of our diverse community to discuss, network and build a sustainable group that can set in place best practices, safeguard our culture and diversity, reaffirm our traditions of being inclusive and work with governments and others to look at tax, infrastructure, and other needs for the sector.

Kulture Shop is a curated collective of Indian graphic artists from around the world, spearheading an art movement that seeks to redefine our Indian visual identity in the 21st century. They strive to create art that is bold, dynamic, fresh, thought-provoking and relevant. They believe in a world where art is affordable and empowers us to express ourselves everyday. For every item purchased, an artist is rewarded.

SDA Bocconi Asia Center, is a pan-Asian hub in Mumbai that has been delivering Executive Education and Postgraduate Programs designed by SDA Bocconi School of Management, Italy that is ranked 6th Business School in Europe by Financial Times. SDA Bocconi, Italy is launching the International Programs in Arts Management designed for practitioners and students from all over the world with a specific interest in the Asian and Italian art and cultural environment but open to international best practices. IPAM aims to support artistic innovation and cultural development worldwide, by strengthening the leadership and management skills required for arts organizations to thrive.

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. For over 30 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers and visual artists in the cultural and art space in India and abroad. Their expertise spans the sphere of entertainment, and includes making documentary and feature films, television, conceptualising and developing visual, performing arts and literary festivals around the world which embody both a classical and contemporary India, and nurturing new talent across all art forms. Every year, Teamwork Arts produce over 25 performing, visual arts and literary festivals in several countries including Australia, Egypt, France, Germany, Hong Kong, Italy, Singapore, South Africa, Spain, the UK and USA as well as many eclectic festivals across India. Teamwork Arts produce the world's largest free literary gathering: the annual ZEE Jaipur Literature Festival, which now travels like a literary caravan to the US, UK and Australia. Their musical extravaganza, Bollywood Love Story - A Musical, continues to tour the world with sold-out shows everywhere it is held.