



Handcrafted Elegance

Heart for Art Public  
Charitable Trust

**NEWSLETTER**

APR 2019



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## Our Journey Continues

### Many more arts, crafts & activities. Growing impact.

Summer vacations are about to begin! And the favourite destination for all age groups - Heart for Art Trust is happy to be back with some exciting events from our craft workshops, celebrations, exhibitions and so on... Scroll for exciting updates across our activities!

This year we were invited to the Mahashivratri celebration by Isha Yoga Centre, Coimbatore in the first week of March and we participated in the exhibition -an endeavour of Isha Foundation which seeks to rejuvenate India's traditional arts and crafts industry and establish a lasting legacy for future generations. Lakhs people attended the event. Various festive presentations drawing on the rich cultural heritage of India were featured during the event. These included crafts bazaar, a cattle fair, a turban tying stall, displays of folk music and dance, exhibitions of regional cuisine and a folk arts and more.

We also took part in the KVIFF Eco Bazaar where visitors came and experienced the indigenous crafts made from different grasses like Kauna, sabai, Palm leaf, banana fibre, darbha, water hyacinth and sikki and bamboo grass etc and FICCI Flo Pune -an amazing event at the Poona Club grounds!

Recently we got featured by the Journeys Inspire- to showcase our journey as an entrepreneurs and a changemaker through a short video in a powerful visual storytelling style. Join us as we continue on this exciting journey. Experience specially-curated events, engage in our workshops. Connect with our artists and fellow art enthusiasts!

Please visit our website or follow us on Twitter, facebook, and YouTube for regular updates! We would love to hear from you—write to us at [info@heartforart.co.in](mailto:info@heartforart.co.in) with any feedback or query.



HFA team during Mahashivratri celebration at Isha Yoga Centre, Coimbatore





## OUR UPCOMING CRAFT WORKSHOPS

PHAD PAINTING WORKSHOPS In Pune With Master Artisans brother duo from Shahpura, Rajasthan Vijay Joshi & Vivek Joshi.

### 3 DAY DETAILED / INTENSIVE WORKSHOPS SCHEDULE

17 April to 19 April :: 10.00 am to 1.00 pm - Ekattha - The Design Factory, Aundh

17 April to 19 April :: 4.00 pm to 7.00 pm - Kala Collective, Swargate

### 3 HOURS WORKSHOPS SCHEDULE & VENUES

Saturday, 20th April :: 10.00 AM – 1.00 PM - Nukkad Café, Viman Nagar

Saturday, 20th April :: 3.00 PM – 6.00 PM -Gyaan Adab, Kalyani Nagar

Sunday, 21st April :: 10.00 AM – 1.00 PM - Pagdandi Bookstore Café, Baner

Sunday, 21st April :: 4.00 PM – 7.00 PM - Karlo Art Kitchen & Cafe, Prabhat Road

## Heart for Art Traditional Mask Collection and Mask Project inspired calendar

This New Year, we were delighted to present our unique Heart for Art Traditional Mask Collection and Mask Project inspired calendar for 2019 - created by our patron and artist Aananda Menon as a part of the Inktober Challenge 2018. Masks provide a window into the soul of a culture, and provide us with great conversation pieces for the home. Dedicated to Mask Artisans from around India - Majuli, Cherial, Chhau, Gomira.



We will prepare similar craft promoting calendar for 2020.

## COMMISSIONED PROJECTS :: MAKING OF THE BUDDHA

Our Pallava Stonecraft artisans from Tamilnadu, led by master artisan Prof. Bhaskaran, recently sculpted this 48" h, Buddha in Padmasana and Dhyana Mudra for a patron in Pune - The Buddha got its place at Parmar house on Estreet in February.



Calling architects, interior designers and art patrons to commission their favourite sculptures and other products stone, wood, metal craft products. [https://www.heartforartonline.com/page/wholesale-commissioned-](https://www.heartforartonline.com/page/wholesale-commissioned-projects?fbclid=IwAR0LhRvr4R4PwmKaji8hrtfGy-r5k9Zsq1iHrD6I129jwR7D7_FHYufe6e8)

[projects?fbclid=IwAR0LhRvr4R4PwmKaji8hrtfGy-r5k9Zsq1iHrD6I129jwR7D7\\_FHYufe6e8](https://www.heartforartonline.com/page/wholesale-commissioned-projects?fbclid=IwAR0LhRvr4R4PwmKaji8hrtfGy-r5k9Zsq1iHrD6I129jwR7D7_FHYufe6e8)

## A Visit to KASHI-VARANASI-BENARAS :: Soul of India & PRAYAGRAJ-ALLAHABAD during Kumbh Mela

Varanasi- a treasure trove of Arts & Crafts - many from the BC era! Now splendidly displayed as a part of the Deendayal Hastakala Sankul. A world class museum and convention centre, well curated and displayed. Artefacts and galleries of Benaras Silk, Badohi-Mirzapur Carpets and 20+ rich arts and crafts of the district. A true monument to India's artisans - will surely go a long way to inspire big purchases from India's Arts & Crafts. A visit to Varanasi and the museum is a treat - with all the work being done there and the pride it generates in our arts and crafts!







## PAST Exhibitions & Melas

- KVIFF Eco Bazaar January at Pandit Jawaharlal Nehru Auditorium, Ghole Rd
- FICCI FLO in February at Poona Club grounds
- Mahashivratri celebration exhibition in March at Isha Yoga Centre, Coimbatore

## Our new collection of PHAD Paintings of Rajasthan

We have introduced a new collection of PHAD Paintings by the master artisans brother duo from Shahpura, Rajasthan Vijay Joshi & Vivek Joshi.

One of the most ancient arts of India, Phad paintings of the Bhilwara/Shahpura region of Rajasthan can be traced back to more than 700 years. Phad means 'to read' and these paintings are based on songs of legendary Pabuji and Devnarayan that are sung by Bhopa singers. The art known not only for its vibrant colours, but also the fact that it is accompanied by an oral tradition of rendering gatha (folklore). Hand-woven cloth is soaked overnight so that the threads get thicker. It is then starched, burnished for a smooth and shiny surface and then the Phad painter draws the entire narrative on this canvas. The figures are rounded, wear traditional attire and headgear and bright colours are used to fill them in. The colours are painstakingly extracted from natural sources—stones, flowers, herbs. The collection can be checked at - <https://www.heartforartonline.com/search?q=phad>



## GET YOUR FAMILY READY FOR THE SUMMER HOLIDAYS

Hats, Picnic Mats, Water Bottles and many more products made by India's artisans - from eco-friendly materials - darbha grass, bamboo, cane, banana fiber, water hyacinth - SHOP HERE - [https://www.heartforartonline.com/collections/the-hat-project?fbclid=IwAR0ImUXgvQSeaXiPSDrWW1-H6ir6Y7aXSbxABL\\_z5sQM9k7Z9VGUIwwDx7c](https://www.heartforartonline.com/collections/the-hat-project?fbclid=IwAR0ImUXgvQSeaXiPSDrWW1-H6ir6Y7aXSbxABL_z5sQM9k7Z9VGUIwwDx7c)

WATER HYACINTH BAGUETTE - for your summer parties - <https://www.heartforartonline.com/products/water-hyacinth-handbag-with-wooden-handle?fbclid=IwAR2oMpEJyZhwhgS6IdcBPVDPIHpZWBXxotpWJDe7oLBNNtlc8tAtrstL95c>







## Got featured by the Journeys Inspire

Pleasure to be an inspiration to the people who follow their hearts. Recently we got featured by the Journeys Inspire- to showcase our journey as an entrepreneurs and a changemaker through a short video in a powerful visual storytelling style. It is all about how Heart for Art Story is becoming lifeline for rural artisans, how we started it, What problem we are trying to solve, impact of our venture/mission and our future plan.

Please have a look to our journey at <https://www.youtube.com/watch?v=JsZFq6Saj2w&feature=youtu.be>

## Our plans for FY 2019-20

### CRAFTS and PRODUCTS EXPANSION

We look forward to expanding our outreach to 10 more crafts this year, expanding from 65+ crafts to 75+ crafts and increasing the impact on livelihoods of 500+ artisans from 400 currently. We will add a few more crafts in metal, grass, pottery and stone crafts.



### PROMOTE ECO-FRIENDLY ALTERNATIVES TO PLASTIC

We will work closely with our artisans to offer eco-friendly alternatives to single-use plastics (plates, spoons, straws, forks, etc.) from India's art and craft based sustainable products. We will also run a campaign to have people switch from plastic/artificial rubber yoga mats to grass and natural fibre based yoga mats.







#### EXPAND THE TEAM

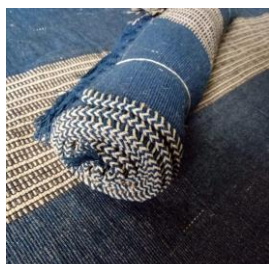
We look to hire a designer, business development executive and project manager to help drive our expansion plans - to increase revenues for our artisans and take up large commissioned projects and develop new products with our artisans

#### FOCUS ON FUND RAISING ABROAD

Heart for Art is in the process of getting their FCRA certification done. We will pursue fund raising avenues amongst organisations and NRIs abroad. This will be done for specific large projects and their funding requirements.

#### FACILITATE EXPORTS

We will focus on creating export opportunities for our artisans - especially with sustainable eco-friendly alternative products for single-use plastic and other products like yoga mats, etc.



#### COMMISSIONED PROJECTS with ARCHITECTS

Based on the success of the large Buddha project we look forward to working with many more large opportunities in large projects, with architects working on residential, resort and commercial projects.

#### PROJECT WITH LUPIN FOUNDATION IN SAWANTWADI

The project funded by NABARD will be executed along with LUPIN FOUNDATION - where we will create new livelihood opportunities for the Vishwakarma Sutar community - through skill development, training, new product creation and market development. This will cover artisans working with wood, spread across 100+ villages.

