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Our Journey Continues

Many more arts, crafts & activities. Growing impact.

We hope you have had a fabulous start to the New Year! As we look back at another exciting year, we are pleased to present our eighth issue of HFA newsletter. Browse through for a round-up of fascinating works by our artisans, facilitated by us across the country. Made possible with the passionate support of you—as patrons, collaborators and donors.

It is often difficult to decide on stories to be featured in the newsletter because for us every intervention and experience is equally important. We hope to share them all as we go along. Heart For Art has organized a variety of events and activities as always to end the year 2017 on a memorable note. In this issue we have highlighted stories from some of the states very rich in handicrafts.

We have an eventful year planned for you in 2018! We look forward to seeing you at these events. May you acquire many objects with Handcrafted Elegance this year and help India's artisans enhance their LIVELIHOODS & get back their PRIDE!!

Thank you for being a part of this incredible journey. Please write to us with your comments as we would love to hear from you.



Our Trustee with former Council of Scientific and Industrial Research (CSIR) director general Dr. Raghunath Anant Mashelkar at NASSCOM's first Women in Technology event



Design Innovation in Ilkal textiles and Kasuti embroidery crafts

Heart for Art worked with the Deshpande Foundation's Navodyami program and the artisans of North Karnataka to create new products. Known for its Ilkal textiles and Kasuti embroidery crafts, the region around Huballi in North Karnataka has nurtured these crafts for many centuries.

The project was started in the Deshpande Foundation Sandbox of North Karnataka to create new products that include flies, folders, iPad, Tablet Covers, Jewellery and many others. The products were created with an innovative combination of the textiles of Ilkal and the 6th century craft of Kasuti embroidery. The plan is to prototype these contemporary use products and train the artisans to make these products to increase their incomes and improve their skills.



Applying a 'bottom up' approach to building scalable solutions, the Deshpande Foundation at Hubli Sandbox works to create an effective ecosystem where resources are put to use through entrepreneurship, innovation and sustainability. Located in northwest Karnataka in India, the Hubli Sandbox engages with not-for-profits, academics, organizations and entrepreneurs who are involved with the launch of effective and scalable models of development. They seek to empower communities with leadership and skill development programs that prepare urban and rural youth to lead or manage social enterprises. Through such programs, they strive to launch effective, relevant and scalable solutions through the investment of social enterprises. To date, they have reached more than one million families in Northern Karnataka.



Navodyami program is one such Innovative program of Deshpande

Foundation which is geared to create, support and scale micro-entrepreneurship at the bottom of the pyramid. Navodyami is the one of the few programs running in Northwest Karnataka that combines training micro-entrepreneurs like us and direct marketing for and on behalf of micro-entrepreneurs and help them to turnaround their turnover to about three to five times in two years time.

Corporate Bulk order

We got Sabaii Grass weaving artisans of West Bengal corporate bulk order of roti basket s made from Sabaii Grass. They were delivered in a very short time for presenting Gourmet Breads for Diners at the Indore Marriot Hotel

We also got our Kauna Grass craft artisans a bulk order of Handcrafted Round Cane Handle Bag Medium from Leatherwood International, Delhi.



Craft Workshops Done

The workshops lined up for the last quarter includes-

MADHUBANI WORKSHOPS - Hyderabad & Secunderabad - 17th-29th Oct, with master artisans Vidyanathji Jha & Krishnaprasad Jha at Lamakaan - An Open Cultural Space, Our Sacred Space, Handlooms in Hyderabad at dāram, Phoenix Arena - An Art & Cultural Centre.



CHHAU MASKING WORKSHOPS – Pune - 23rd Nov - 27th Nov, with master artisan Saikiran Varma at Pagdandi - Books Chai Cafe, Monalisa Kalagram, Srishti Institute of Art, Design & Technology, Pune, FLAME University, Gyaan Adab Centre, Medley Burgh: School Of Cultures & Languages. Participants enjoyed the workshops, took home many stories, traditional knowledge and the masks they made with Master Artisan.



LONGPII BLACK POTTERY WORKSHOPS in Mumbai - Dec 7- Dec 11, with master artisan Wungshungmi Shangrei from Manipur at Bharati Vidyapeeth / Bharati Vidyapeeth Deemed University, Doolally Taproom, Kemp's Corner Pannache - International school of design, Space 118, Piramal Museum of Art, Doolally Taproom, Colaba, Doolally Taproom, Khar, Bliss Events and Promotions, Sophia college.



Thank you dear patrons for the overwhelming response.

Upcoming Workshops

Cherial Mask Making in Bengaluru – with master artisan Saikiran Verma from Telangana 18th - 21st Jan at Atta Galata (Koramangala), The Spinning Wheel (Bellandur), Winds O Change (Indiranagar), Kalathaana Art Space (Kempegowda Nagar), Art Blend Café (HSR Layout), Think Colors (R.T Nagar).



BENGAL PATTACHITRA WORKSHOPS in AHMEDABAD (5th to 7th Jan) with master artisan Suman Chitrakar, from Purulia, West Bengal at Eklavya School, Pratharna Complex, Winks of Joy, Shalaka Cre-Art, Cafe City Monk.

New Art & Crafts

Exquisite masks from MAJULI, Assam by master artisan KHAGEN GOSWAMI



The sea-wide Brahmaputra river, as it flows down in Upper Assam near Jorhat, has kept Majuli, the largest riverine island of the world, remote, and has in its oyster demurely preserved its prized pearl. That of the unique Neo-Vaishnavite culture of Majuli, practised through its Satras.

Natun Samaguri Satra is famous for mask making, and remains the flag-bearer of Mukha-Samskriti aspect of Neo-Vaishnavism of Majuli. Masks include — heads of Hanuman and Ravana, Surpanakha and Jatayu, and of many others.

Ilkal textiles & Kasuti embroidery Products

Flies, folders, iPad, Tablet Covers, Jewellery and many others were created with an innovative combination of the textiles of Ilkal and the 6th century craft of Kasuti embroidery. The distinctive feature of Ilkal textile is the use of a form of embroidery called as Kasuti. Some of the product pictures are given below



Runner & Table Mats



Diary, File Folder



Wall Frames cum Tray

Other Upcoming Workshops

- Gond painting in Goa, March
- Blockmaking Technique in March

**Featured Artisan- Khagen Goswami**

Khagen Goswami- the master craftsman of the famous Majuli masks is from the island of Majuli in Assam where he makes headgear for the raas leela festival and for bhaona, a style of vibrant street theatre from Assam. He has been working to revive mask making arts past glory and make them available for tourists in smaller and convenient forms.



He is carrying on the tradition of mask-making passed on by his forefather. He imparts the skills for free at the Samaguri Satra which has taken the lead in the production of these dramatic masks and in the end gives certificates under the banner of the 'Guru-Shishya Programme' of the Government of India. Currently, 15 students are learning the art form in the satra.

His masks have also been exported to places like Israel, France and the UK. He has conducted multiple workshops across the country. Recently Heart for Art was partnered with The Mask Project to organise the display and sale of traditional masks and Khagen Goswami's Majuli masks were appreciated by the visitors.