



Heart for Art

Handcrafted Elegance

Heart for Art Public
Charitable Trust**NEWSLETTER**

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Our Journey Continues

Many more arts, crafts & activities. Growing impact.

We are back with the many exciting happenings at HFA during the months of April, May and June, 2018!

This has been an eventful period for us. First of all we are excited to announce that Heart for Art Trust products are now widely available on Amazon.in for purchase by customers in India.

After months of preparation, Heart for Art (HFA) organized FEDORA :: The Hat Project at Gyan Adaab, Kalyaninagar in April. Since we have been promoting Indian traditional arts and crafts and have been working with artisans from various states, we thought summer is a good time to promote hats and caps. So the two-day event featured a range of handcrafted headgear to don besides picnic baskets, hand fans, mats and colourful dresses for the summer vacation.

The event was well attended. We hope to organize more such showcases in the future. Thank you dear patrons for an overwhelming response.

We would also like to thank you for your support towards increasing HFA's presence online. We crossed 9000 'likes' on Facebook last month! Your love and support on our social media platforms continue to help us expand the reach of our work. Do visit our pages on Facebook and Twitter and share your thoughts so that we can better our work.

Please do read on to know everything about our work in the last few months. We hope you enjoy the contents of this newsletter.



FEDORA :: The Hat Project at Gyan Adaab, Kalyaninagar the two-day event featured a range of handcrafted headgear to don besides picnic baskets, hand fans, mats etc. for the summer vacation.



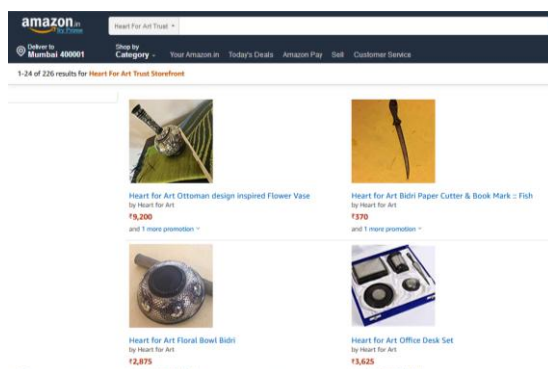
Heart for Art Products Now Available on Amazon Store

We are delighted to announce that we have launched our artisans' handmade products on Amazon.in. So Heart for Art Trust's products are now available for purchase

at <https://www.amazon.in/s?marketplaceID=A21TJRUUN4KGV&me=AIHIQOX5XLO6X&merchant=AIHIQOX5XLO6X&redirect=true>

We have tried to diversify the selling streams of our brand and launching on Amazon.in will significantly expand the distribution and availability of the Heart for Art Trust brand in India, building on the success of our recent launch on Amazon.in with more than 300 products under a single hub. We just got approved last quarter and had some orders, looking forward to taking this new step in getting the best handmade product in your hands. All support is appreciated!! Next step is to get it Amazon Primed so that we can bring our customers the convenience of free delivery through Prime.

Special note- Our limited edition masks are selling out fast on Amazon.in. Place your order while the stock lasts!



- Picnic mats made from darbha, korai, banana fiber and other natural materials.
- Beach bags and shoulder bags made from palm leaves, banana fiber and cloth!
- Disposable plates and lunch sets made from betel nut palm leaves
- Hand-fans from bamboo and golden grass which help to enjoy the picnics of the summer holidays in a natural and sustainable manner – much like it used to be done until the 70s and 80s!

All those who missed it, order handcrafted hats, caps, picnic baskets, mats, water bottles, here – <https://www.heartforartonline.com/collections/the-hat-project>

FEDORA :: The Hat Project

We organized FEDORA :: The Hat Project – a two day exhibition & sale of traditional & contemporary Pagadis, Phetas, Hats, Caps, Picnic Baskets, Picnic Mats & colourful holiday clothes from artisans around India at Gyan Adaab, Kalyaninagar on 14th & 15th April.

The following summer products were showcased at the exhibition.

- Hats made from bamboo, golden grass, darbha grass, palm leaves, vetiver, cotton, silk and more. Hats from Mizoram, Assam, Odisha and phetas and pagadis from Rajasthan, Mysore, Pune and other parts of India. Picnic baskets made from bamboo, kauna grass, rattan and other materials from Manipur, Assam, Kerala among many other regions.



GIFT INDIAN CRAFT - CONFERENCE GIVEAWAYS

We got Dhokra metal craft master artisan Shubha Karmakar, from Dariyapur of Bardhaman district of West Bengal bulk order of Dhokra Radha-Krishna figurine which was give aways to national and international delegates at the 2nd India International Down Syndrome Conference held at the Corinthian, Pune 31st May - 2nd June.

Many thanks to Shweta Ranka who played a big part in organizing the event and gave our artisans the opportunity.

In Dariyapur, the artisan families migrated from Odisha 120 years ago and presently there are 133 artisans who practise the Dhokra craft form as their chief source of income. This is an ancient technique of production of non-ferrous metal ware by the lost wax casting process. The artisans follow the process which is believed to be 5000 years old and their outstanding characteristic is that they don't polish their work after casting and this gives the pieces a peerless quality. Tribal figures, animals, deities along with jewellery are the primary focus on dokra artworks of this area.



New Product

Heart for Art is happy to announce CuDip :: Anchor for a Healthy Life
BALANCE YOUR DOSHAS CONVENIENTLY!

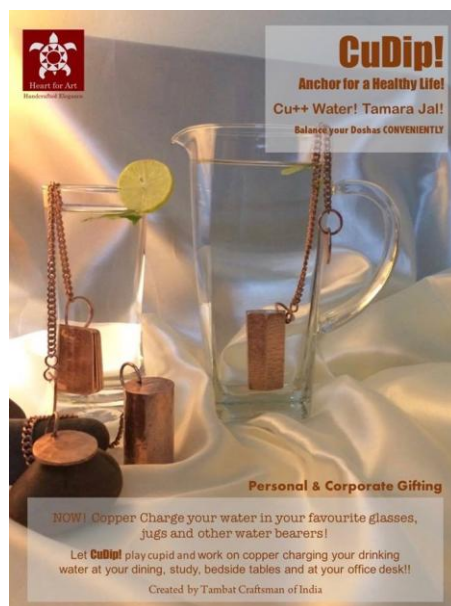
Gift GOOD HEALTH to your loved ones!

Now! Copper Charge your drinking water in your favourite glasses, jugs, mugs and other water bearers!

Let CuDip play cupid and work on copper charging your drinking water at your dining, study, tables and at your office desk!!

Copper charged water helps balance all the three doshas in your body (Kapha, Vata and Pitta). The product is designed like a tea-bag – convenient to use with its attached chain and end tag. The tag can be customised to carry a logo, name, etc. for personal and corporate gifting. Call or write to us for bulk orders.

<https://www.heartforartonline.com/products/cudip-cylindrical>



New Art & Crafts

Last quarter we have introduced following crafts on our online site.

BHAONA PLAY Masks of Majuli, Assam

Majuli Island is home to the ancient mask handicraft tradition of Assam. Bhaona forms the traditional art of popular theatre performed in Assam. Masks, costumes and jewellery form an important part of presenting the different characters of the play. One unique feature of these masks is they are quite lightweight, despite large dimensions. Based on size and material used in making a mask, it may take a week to a fortnight before it is ready for use. No synthetic colours are used. The artisans are resorting to vegetable based colors owing to an increasing environment awareness drives. Till now these masks are not

available on online selling platforms. If you want to collect one of these masks check out the collection @ <https://www.heartforartonline.com/collections/majuli-masks-of-assam>



Jute Cotton Bags of Belgaum, Karnataka

The craftswomen of Rajankatti, Makelmardi, Kadoli, Hunnur, Telaganatti, Madanbhavi, and Chikoppa in Belgaum district (which are drought prone regions) in the state of Karnataka make high quality, naturally-dyed, hand spun, hand woven and non-woven bags from the natural fibres of jute, cotton, banana, mestha fibre, leather, and blended fabrics. If you want to collect one of these bags check out the collection @ <https://www.heartforartonline.com/collections/jute-cotton-bags-of-belgaum-karnataka>

Dhokra Metalcraft, Odisha

Dhokra metal casting of Orissa is synonymous with the traditional craft of bell metal or brass. It is a typical tribal art form and practiced by tribal families. The dokhra metal casting craft is practiced in the districts of Puri, Dhenkanal, Nayagarh, Khurda, Keonjhar, Sambalpur, Mayurbhanj, Phulbani and Ganjam in Orissa.

If you want to collect beautiful designs of lamps, boxes, tribal figures, animal figures and Gods and Goddess which are casted using the lost wax technique check out the collection @ <https://www.heartforartonline.com/collections/dhokra-tribal-art>





**MAKE AND TAKE HOME YOUR OWN
SHOLAPITH DECORATIONS**

Featured Artisan Binay Kumar Ghosh

Binay Kumar Ghosh, who is from Jhargram district of West Bengal makes golden grass hats and participates in different trade shows for promoting his products. Traditionally, various forms of golden grass products, especially baskets were used by locals in Odisha.

The golden grass (locally known as 'Kaincha') hats are made using dried grass (Vetiver Zizandoid) which becomes yellow and golden in colour. 'Kainch' is a wild grass found in many parts of Odisha. It is sturdy and can be moulded to any shape to make items of household use like baskets, boxes, mats, coasters, pen holders, wall-hangings and so on. This grass grows to a height of about 5-6 feet and the inflorescent stick, which appears after monsoon, is used for weaving.

The golden grass is making waves and more and more city dwellers are discovering the beauty of golden grass products as they are ecofriendly and biodegradable. This craft has got great aesthetic appeal and conforms to 100 per cent natural living. It is because of this reason that there is optimism that this craft will survive the test of time. But as of now, it is a rare craft. We are trying to establish its market in urban spaces by

promoting them on our online store and exhibitions like 'FEDORA :: The Hat Project'.

Our Upcoming Workshops

GANAPATI DECORATION WITH SHOLPAITH

We will organise Ganapati Decorations with Sholapith workshops in Pune from 17th-21st August and in Mumbai from 24th to 26th August. 100% natural- Shola is a plant that grows in the marshy lands of West Bengal. Sholapith craft is used to create delicately carved flowers, headgear for Gods and decorative items which are 100% biodegradable. During the workshop, the artisans would teach how to make some eco-friendly flowers and other decorative items. Participants will learn from them how to make makhar and their favourite modaks also. The workshop will be conducted by Rabindranath Haldar, 76 yrs old who is a state awardee Sholapith artist and his son, Rathindra from the Mahespur Village of West Bengal.

Ganapati Making Workshop- Make your own Ganesh idol with a master sculptor from the village of Pen. Learn about how you can celebrate it in an ecofriendly way. Dates- Pune- 5th to 9th Sept, Mumbai - 30 & 31st, August, 1st and 2nd Sep

REVIVING TRADITIONAL BOARD GAMES OF INDIA

Our honourable Prime Minister spoke about this in his Mann Ki Baat, in the last weekend of May. It's India's Intellectual Property of the ages! Many countries borrowed these ideas and created games like Ludo and westernised games like Chess!

Heart for Art has been working on reviving Indian Board Games with a combination of Indian Crafts and Textiles - take a look and buy here, and help India's artisans increase their earnings! -

<https://www.heartforartonline.com/collections/indian-board-games>

RIP acclaimed, passionate Warli Artist JIVYA SOMA MASHE

Padmashri, winner of many more awards and one who worked hard to revive Warli art forms and trained many more - passed away in his hometown in Dahanu recently. May his soul rest in peace and his work continue to spread far and wide! Heart for Art works with such passionate artists and craftsmen to help keep art and craft traditions alive. We have conducted several Warli Painting workshops in schools, colleges and cultural places to keep traditions alive, with Rakhi, another Warli artist who is working on preserving the art form!

Products That Can Reduce Your Plastic Footprint

Plastic Product	Plastic Alternatives- Handmade Ecofriendly Natural Products
Plastic Bottles	Terracotta Clay / Copper/ Khavda Pottery Bottles
Plastic Carry Bags	Bags made out of natural Fibres like Banana Fubre/ Kauna Grass/ Jute/ Cloth/ Canvas/ Denim
Cookware/Utensils coated with the	Cast Iron/ Black Pottery/ Terracotta/ Khavda Pottery Cookware
Plastic Chopper Board	Wooden Chopper Board
Decorative Plastic Flowers	Shola Flowers
Plastic Toys, Games and Puzzles	Wooden Toys and Cloth Board Games
Plastic Storage Basket / Organisers	Natural Fibre Baskets and Recycled Paper Baskets Or Organisers
Plastic Tray, Server, Plater	Bamboo and Wooden Tray
Regular Yoga Mats	Dharba Grass/ Banana Fibre/ Water Hyacinth/ Jute / Madurkathi / Organic Cotton Yoga Mats
Plastic Pouches/ Pencil Box	Madurkathi Pouches/ Wooden Pencil Boxes
Regular Notebooks	Notebooks made out of Recycled Tetra Packs
Regular Pencils	Pencils made out of Recycled Newspaper
Plastic Gift Boxes/ Hampers	Natural Fibre Baskets
Plastic Planters	Blue Pottery Planter/Terracotta Planter/ Rattan Planter
Plastic Soapdish	Areca Leaf Soapdish
Plastic Toothbrushes	Bamboo Toothbrushes
Disposable plastic cutlery	Bamboo/ Corn Starch / Edible/ Areca Leaf / Wooden/ Bagasse Cutlery
Plastic Straws	Bamboo / Steel / Paper Straws
Plastic Plates/ Bowls	Disposable Areca Leaf/ Birch Wooden/ Paper Plates Or Bowls
Plastic Cups / Glasses	Clay/ Bagasse Cups Or Glasses
Regular Napkins	Reusable Organic Cotton Napkins
Plastic Lunch Box	Steel Lunch Box

Our suggested Plastic Alternatives

The plastic ban was notified three months ago on March 23 and from June 23 onwards, the ban will get implemented across Maharashtra. Anyone found in possession of the banned plastic items will be fined.

To help point those who want to make the shift to a plastic-free lifestyle in the right direction, we decided to put together this guide of nifty eco-friendly alternatives.

Please check the table above.

Our suggested Plastic Alternatives

Our plans for the coming years are:

- Facilitate workshops by master artists/artisans at the grassroot level, within folk and tribal communities, to help preserve the legacy of traditional knowledge.
- Facilitate workshops in the cities for schools and institutions, to introduce awareness about our cultural heritage through one-on-one interaction with folk artists.
- Engage with event sponsors, researchers etc. within national and international communities.
- We are looking to expand our team and efforts in this noble endeavor. Volunteering and Internship openings are available for Product Photography, Product Design to be involved in this noble endeavor.