



Heart for Art

Handcrafted Elegance

Heart for Art Public
Charitable Trust**NEWSLETTER**

JAN 2017

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Our Journey Continues

Many more arts, crafts & activities. Growing impact.

The impact starts showing over the last few months - our efforts to add new crafts and organize events, exhibitions and workshops have begun to yield results. We are on track to create predictable earnings streams for Indian artisans.

However, what remains the pillar of success is the motivation, proactiveness and readiness of the artisan communities themselves to respond to modern market and industry needs.

While we continue to reach out to all the readers of this newsletter and expand our reach, we hope that we are able to make this platform a more shared space for strengthening collaboration amongst varied stakeholders to spur enterprise -

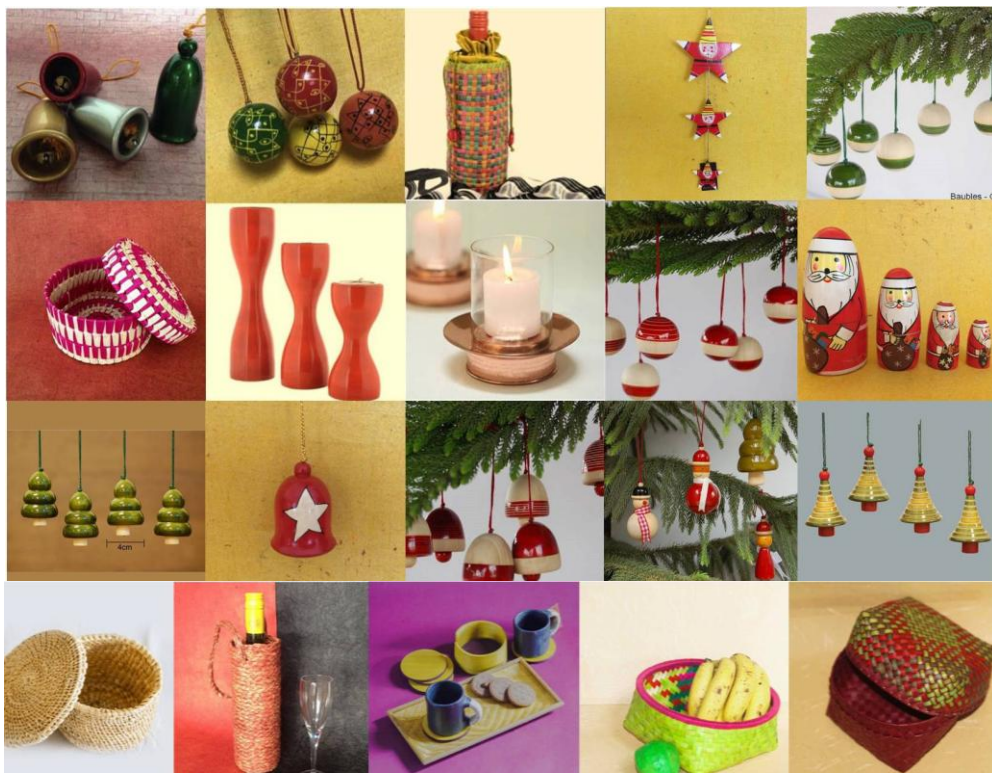
led growth in this sector and increase incomes of artisans. One of our major initiatives in the last quarter has been the trips to Jaipur Art Summit in the last quarter which have also led to new experiences, learning and partnerships!

We have also been in talks with the The Indian Council for Cultural Relations (ICCR) and the Ministry of External Affairs to create more opportunities for our artisans. Some of these initiatives will bear fruit in the coming year.

We thank our partners and donors, supporters and friends for their continuous support and collaborative efforts which is motivating us to think and build further. Enjoy reading and write to us to contribute to our efforts!



Heart for Art artisans participated in the Jaipur Art Summit



SOME OF OUR CRAFTS

GRASSCRAFTS

- Sabaii Grasscraft, West Bengal
- Sikki Grass Basketcraft, UP
- Banana Fibre Craft, Anegundi, Karnataka
- Sitalpati Craft, West Bengal
- Kauna Grasscraft, Manipur

FOLK PAINTINGS

- Palm Pattachitra, Odisha
- Gond Art, Madhya Pradesh

WOOD CRAFT

- Channapatna craft, Karnataka
- Ettikopakka Woodcraft, Andhra

METALCRAFTS

- Bidri Metalcraft, Bidar
- Chola Bronzecraft, Tamilnadu

POTTERY CRAFT

- Jaipur Blue Pottery
- Longpii Black Pottery, Manipur

DHURRIES & CARPETS

- Punja Dhurries, Jodhpur
- Naval Gund Jamkhana, Karnataka

New Arts & Crafts

In the October-December quarter, we introduced several new crafts:

- Madhubani folk paintings of Bihar
- Punja Dhurries of Jodhpur
- Wooden Christmas décor, Channapatna
- Miniature Tambat Craft of Pune.

Punja Dhurries

The Punja dhurries of Rajasthan, UP and MP are traditionally produced in resplendent colours, adding a dash of energy to the room. These dhurries are made on a pit loom with a PUNJA, a claw-like device to pack the weft yarn, which makes the dhurrie long-lasting. The vibrant collection of dhurries is the perfect addition to any room. We introduce these dhurries in partnerships with Kalavilasa – Handmade in India who have been working with several weavers across many states.

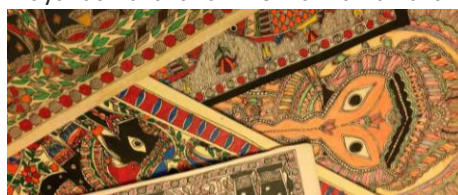


Indian Folk Paintings

We launched our collection of Folk & Tribal Art from various parts of the country starting with the work of Suman Chitrakar (Bengal Pattachitra), Vidyanath Jha (Madhubani), Ramesh Tekam, Kaushalprasad Tekam (Gond), Pramodkumar Maharana (Palm Pattachitra), and many more.

Madhubani paintings

We introduced Madhubani art of Vidyanath Jha and Krishna Kumar Jha,



accomplished artists from Madhubani,,

Bihar.

Christmas Décor Collection

We introduced a range of Christmas decor collection that includes tree hangings made in wood coloured with natural dyes.



Miniature Tambat Craft

These miniature versions of kitchen utensils give us an idea of what life was like in rural households.



Commissioned Projects

- Artists :: Vidyanath Jha & Krishnakumar Jha- completed a Madhubani Wall Painting Project at Kaveri International School, Pune. The paintings include Vishwamitra Gurukul scene, Madhubani Style animals & Goddess Saraswati



- Our Bronzecraft Master Artisans team lead by Senthil created a museum quality 6' TRIBHANGA PARVATI-In classic 10th Century Chola style.



- We also started a project to get the Madhubani Paintings of Vidyanath Jha and Krishnaprasad Jha onto jewellery boxes of a prominent Jeweller. The Jewellers chose to honour the Art & Artists and help spread the word on conservation of India's arts and crafts.

Desktop Calendar

Heart for Art published its first Desktop Calendar - to honour the Crafts & Artisans of India. Each month tells a story of a craft with beautiful images, its history, traditions, processes and people! Write to us an order yourself this calendar here padmaja@heartforart.co.in

Heart for Art Artisans at JAIPUR ART FEST

Heart for Art Artisans – Bhim Sutradhar and Fatik Sutradhar from Charida village, Purulia, West Bengal displayed their Chau masks at JAIPUR ART FEST (7th-11th Dec) and conducted mask making workshops and demos.



Craft Workshops

To increase exposure of urban art and craft lovers to artisanal products and traditional processes we continued holding multiple workshops in different places of Pune & Mumbai.

We conducted multiple Madhubani painting workshops from 11th to 15th November in Pune.



Other Events

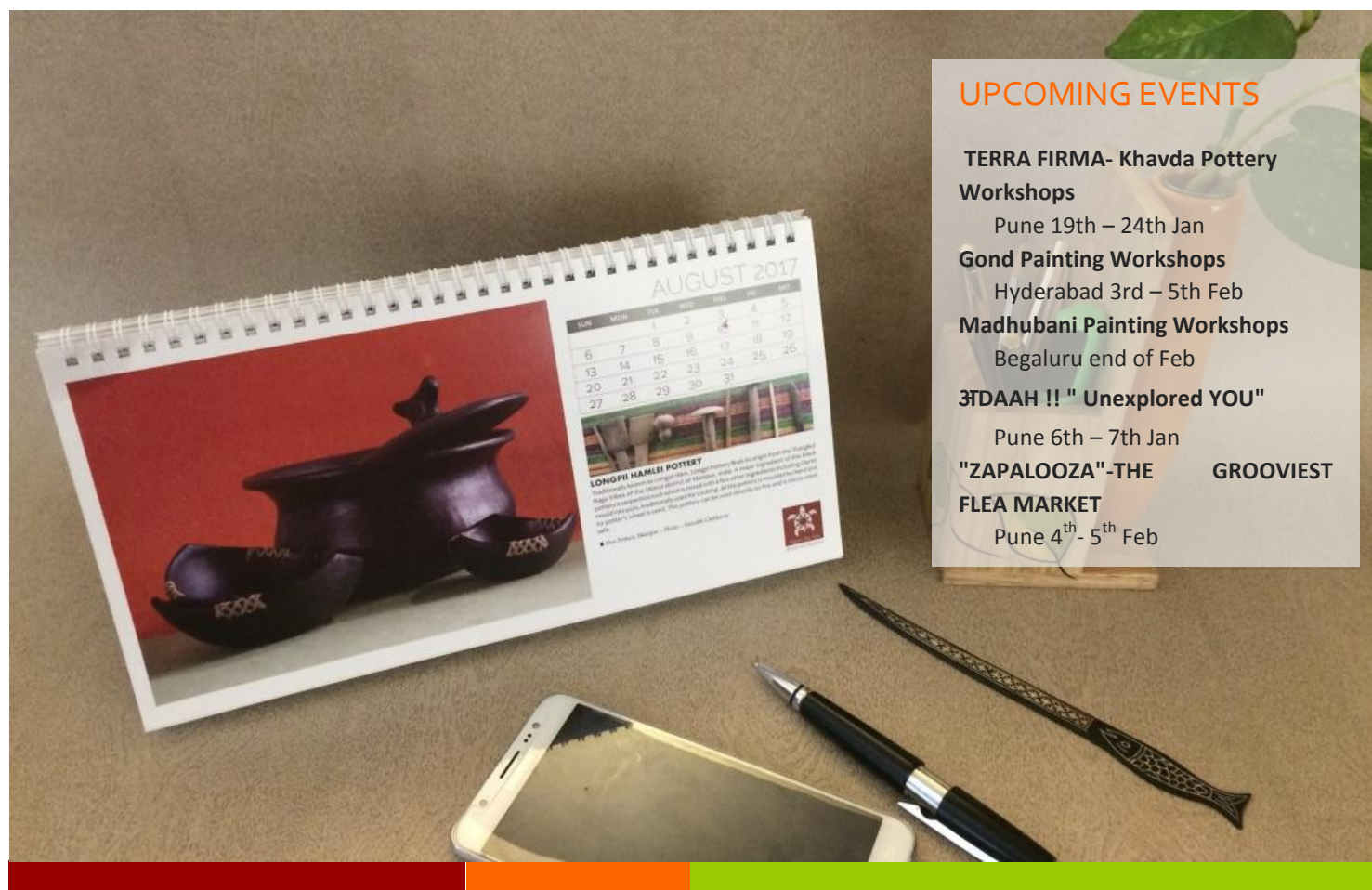
We participated in the following events & in support of the Digital Payment initiative started accepting Credit Cards & PayTM payments at exhibitions to serve our customers

- Wassup Flea Christmas Carnival Edition, Koregaon Park
- Jingle Bells, Sacred Heart, Wanawadi
- Report Day Exhibition @Kalmadi School, Aundh
- BUZZ '16- organised by 55 members of Inner Wheel Club of Poona Downtown at St Felix High School, Bund Garden,
- Christmas Fair @Bandra Gymkhana
- Sports Fest Exhibition@Kalmadi School, Aundh
- Festive Season Exhibition & Sale @Heart for Art, udaybaug
- Indradhunsh Dipawali Exhibition @Sacred World 'ATRIUM', Wanowrie,

Featured Artisan-Vidyanath Jha



Born in 1947, Vidyanath Jha is one of the most famous Madhubani artists. He learned painting from his elder sister Bachcho Devi. Other women members of his family also used to paint. He practices Godhna and Tantrik style of painting. He was a Guru in NABARD Bank's training initiative. He has also trained SHG members on Madhubani painting. He has visited all metro cities to showcase his paintings in exhibitions and fairs.



UPCOMING EVENTS

TERRA FIRMA- Khavda Pottery Workshops

Pune 19th – 24th Jan

Gond Painting Workshops

Hyderabad 3rd – 5th Feb

Madhubani Painting Workshops

Begaluru end of Feb

अडाह !! " Unexplored YOU"

Pune 6th – 7th Jan

"ZAPALOOZA"-THE GROOVIEST

FLEA MARKET

Pune 4th - 5th Feb

Bulk Orders & Corporate Orders!

This quarter we got our Sitalpati, Bamboo artisans of West Bengal a bulk diwali corporate order from Agni Solar Systems, Pune. We customized the products with their branding- logo, gift wrapping etc.



We have a large line of corporate gifts to suit the specific needs of the clients. Plan your next corporate gifting with us!

CSR Projects with Heart For Art

We invite the corporate world to champion the cause of rural artisans and sustainable livelihoods. Participate in our patron program for a structured and long-term engagement with the rural artisans and help us increase the impact on their earning. The "Patron" programs are customized initiatives based on the unique requirement of the artisan group. In this program the corporate client adopts a craft group for a minimum period of 3 years. Write to us to know more about this program.

Call for Volunteers & Interns

We are looking to expand our team and efforts in this noble endeavor. Volunteering and Internship openings are available for Product Photography, Product Design in the summer months (April- June) to be involved in this noble endeavor.

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