



Our Journey Continues

Many more arts, crafts & activities. Growing impact.

We are happy to publish the sixth issue of HFA newsletter. In this issue of our newsletter you will find stories of our visits to new geographies, new crafts clusters, and activities related to business development support. As part of our usual interventions, we get to meet many unusual and remarkable communities and practitioners and learn about their truly inspiring lives! The creativity of folk painters, the beautiful people of the Manipur, aspiring potters, and the lives of traditional artisans working with unique local reeds have made our work exciting in the last few months. It is also encouraging to see the growth story of some of the partners that we have been associated with over the last quarter.

Some of our major initiatives in the last quarter have been joining in a 3 year joint

project with partnership of Serendipity Arts Trust to revive, revitalise and resurrect the Longpii Black Pottery Craft from Manipur, start ups in USA, Longpi & Bidri craft workshops in Pune etc. Beside we are proud to facilitate STARTUP MASTER CLASS- Alumni Association IIT-Kanpur, Pune Chapter's for the Social Enterprises Track. Our work was covered in the June issue of CREAM OF SOCIETY - CREME Magazine- a lifestyle magazine.

While we continue to reach out to all the readers of this newsletter and expand our readership everyday, we also 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.





OUR CRAFT WORKSHOPS

Longpii Black Pottery Workshops, with Wungshungmi Shangrei from Manipur -PUNE locations

- Createatritu, S B Road
- PAGDANDI-BOOKS CHAI CAFE, Baner
- KRIYA STUDIO, Koregaon Park
- Amanora Park Town, Tower 8, Sector R2
- GYAAN ADAB, Kalyaninagar
- BLACK SWAN JOURNEYS, Aundh
- WARSAA, Kalachaya Campus, S B Road

Madhubani Painting Workshops, with Vidyanathji Jha & Krishnakumar Jha- Mumbai locations

- Doolally Taproom, Colaba
- Piramal Art Foundation, Lower Parel
- Space118, Mazgaon
- Panache International School, Andheri
- St. Catherine, Mount Mary, Bandra
- Sahyadri School

Bidri Metalcraft, with ARTIST MOHAMMAD SALIMUDDIN- Pune locations

- Pagdandi Books-Chai Café, Baner
- Monalisa Kalagram, Koregaon Park
- Either OR, Sohrab Hall
- Gyan Adab, Kalyaninagar
- Warsaa. Kalachava Campus. S B Road

Expansion of Our Team

Sohini Sengupta joins us to manage Workshops in Pune, Mumbai, Hyderabad, Bengaluru and Ahmedabad. She is very interested in Indian handicrafts and wants to have a practical experience in this field.

Designer Mugdha Godse with a background of industrial engineering & designing joined the team on a part-time basis to help with new product development starting with new Bidri & Tambat products for customers

Orders from USA

HfA is helping a startup in America who is looking into the promotion of Indian crafts in North America with India's Arts & Craft products.

Yoga Day Celebration

To celebrate the 2017 International Yoga Day, we participated in YOGA CARNIVAL at Classic Rock Café in Kalyani Nagar on Sunday, 25th June where various yoga forms and different yoga styles which were taught by 6 teachers from diverse backgrounds. Our collection of Darbha Grass, Water Hyacinth, Kora, Organic

Cotton, Banana Fiber YOGA MATS made by our Grasscraft Artisans were hugely appreciated at the event and we got orders coming in from various locations in India, USA, Europe, etc.

Craft Workshops Done

We held Longpii Black Pottery workshops conducted by with Wungshungmi Shangrei from Manipur. Pune in mid April where Participants enjoyed every bit of it at all the locations as they made their own cups around pipe moulds and knitted handles with cane strips!. 7 Locations :: 215+ participants :: Infinite FUN & LEARNING.



Then we did Madhubani, painting workshop in Mumbai with Vidyanathji Jha

& Krishnakumar Jha, over the period of 23rd June to 25th June.



And Bidri Metalcraft workshops in Pune with ARTIST MOHAMMAD SALIMUDDIN from Bidar over the period of 30th June to 2nd July.





Exhibitions & Melas

- Kalagram, Pune Kalagram .. April 15 – April 16, Kapila Business Hotel, Dhole Patil Road
- Tamboo Market, Pune for 13-14 May, HMCT hotel, A/C Banquet Hall, off senapati bapat road.
- Knowledge Symposium on Cultural Leadership at KALE HALL, Gokhale Institute, Pune -14th June with Cruz Mariela Her Excellency Ambassador to India from Costa Rica, Paolo Petrocelli, Cultural Officer Permanent Secretariat of Nobel Peace Laureates, Dr. Edward Muller, University for International Cooperation, Dr. Nitin Parab, CEO Crosslink International
- Women Entrepreneur's Show - CONRAD HOTEL, Pune- 19 & 20 July

New Venue Partners

We partnered with some new venue partners which are Saloni Doshi's Space 118- an art residency of Mumbai, Piramal Art Foundation of Mumbai, Doolally of Mumbai, Criteratu of Pune,

Partnership with Serendipity Arts Trust, a Munjal Initiative for the promotion of creativity and imagination in arts and culture

HfA & Serendipity will work on a 3 year joint project to revive, revitalise and resurrect the Longpii Black Pottery Craft from Manipur by creating a large impact – on product range, process improvements, product quality, artisans livelihoods, women empowerment, attracting the younger generation and uplifting the surrounding regions with new opportunities..

Longpi pottery was originally referred as “Loree hamlei” and traditionally also called as Royal pottery because only rich and dignified noble families of Manipur could afford to have these pots and used them for cooking. The pottery is made in the village named Longpi in the state of Manipur, with natural materials from the banks of the river laden with clay and serpentine rock. Unlike other pottery, Longpi does not

depend on potter's wheel and all the shaping is done by hand and with the help of moulds.

The craft and the artisans have huge potential to acquire skills of using innovative surface textures, and multi materials to add value to the product. This will enable them to supply products that will change with what the market demands, and will ensure long term sustainability. With the central governments thrust on developing infrastructure and tourism in the North East, this craft can be developed with many new products, design and quality improvements, packaging and process improvements.

In this project some of our tasks will be Overall Recce (geography, people, products), Recce - History, Materials, Processes, SHG status survey, Initial List of master artisans and skills, Study work done so far - by govt & NGOs, Study status of existing market linkages, Need assessment and gap identification etc.

Conducting the Social Enterprise Track at Startup Master Class

IIT Kanpur Alumni Association invited Heart for Art to conduct the Social Enterprise Track at the Startup Master Class at the Westin Hotel, Pune on 16th Sept. This prestigious event attracts the best from industry, academia, government and the investment sectors with more than 1000+ attendees. HfA will conduct three sessions that include social entrepreneurship story, social enterprises panel discussion & start up speech.

Artisan–Wungshungmi Shangrei

Wungshungmi Shangrei (43 yrs) belongs to the Tangkhul Naga tribe of the village of Longpi (or Loree) in Manipur. WungShungmi himself learnt the craft of Longpi Hamlei from his father at the early age of 17; he has seen it made by his parents since she was a little boy.

Wungshungmi conducted a series of workshops we set up, where participants got the opportunity to learn the unique craft.



He first participated in an exhibition held in Silchar, Assam. Later in order to avoid breakage/damage of Longi Pottery items during transportation/handling and also for better marketing opportunities, he shifted his base from Manipur to Delhi 11 years ago. He associated himself with TRIFED - The Tribal Cooperative Marketing Development Federation of India Limited, who was supplying Longi Stone Pottery items like bowls, cooking vessels, traditional utility items etc. for sale through our Tribes India Outlet in New Delhi. Besides, supplying items to TRIFED, the artisan has started selling pottery items of his own to customers by participating in exhibitions in major cities of our country since the last few years. He participated in Kalagram Chandigarh National Craft Mela 2016 - organized by North Zone Cultural Center, Government of India, Dastkari Haat Craft Bazaar at Dilli Haat etc.

Art & Craft Tours with Black Swan Journeys

We launched the Arts, Crafts and Heritage

Trails in January 2017 by teaming up with Black Swan Journeys, an experiential travel company. Being an organisation that focuses on empowering rural artisans, we understand the needs to facilitate a platform of exposure for these artisans. We have been conducting regular art and craft workshops in the city. Once this model was popularised, we realised that people were keen to meet the artisans and learn about their craft.



Together, we curated our first six-day tour with 30+ design students was conducted in June covering the crafts of Pondicherry & Tamilnadu (Auroville, Mahabalipuram, Pondicherry, Madurai, Brihadeshwara and Meenakshi Temple) from July 28 to August 3. Demonstrations and workshops of 12+ crafts were conducted by the artisans to educate the visitors about the craft, ethos, designs, tools and techniques that define the craft. Traditional glazed pottery of Pondicherry, Chola bronze craft, Pallava stone craft, Tanjore painting and Athangudi tile making were a few of the workshops lined up for the participants.

Apart from providing an unforgettable, informative experience for the travellers, this initiative also helped rural artisans by providing them with exposure and livelihood. Besides giving them a platform to display their art, the artisans also got a better understanding of the market when they interact with travellers. The initiative also provided artisans with commercial viability to sustain their familial craft.



The tour enabled the participants to take a guided heritage detour and explore the bylanes of Pondicherry, to indulge in an interactive session with the Auroville residents to understand their way of life.

Our collaboration with Black Swan Journeys will soon extend into various states like Gujarat, Orissa, West Bengal and Rajasthan.

Upcoming Workshops

- Khavda Pottery workshops by Master Potters Kumbhar Abdul Ibrahim and Rahima Behn., Bengaluru – July 7 – July 10
- Bengal Pattachitra, with Suman Chitrakar, Hyderabad – July 28th - July 31st
- Gond Paintings Workshops with Master Artisan, Ahmedabad – August
- Odisha Palm Pattachitra Workshops with Pramodkumar Maharana, Mumbai – August
- Cherial Masking Workshops, with Saikiran Verma, Pune – September.

Residency Program with Piramal Foundation

HfA helped Madhibani artist Krishna Kumar Jha to be part of 1 month residency program in a studio at Piramal Vaikunth, a natural and holistic residential complex at Balkum, Thane. The program will encourage young artists like Krishna Kumar Jha to explore their creativity in a natural environment and to interact with peers as well as seniors in the field through presentations and gallery visits.



Commissioned Project at Symbiosis International University

It was an honour for Heart for Art artisans from around the country to participate in giving the VIP Guest House rooms at the beautiful Symbiosis International University Campus at Lavale, Pune a new look of the different states of India. Each room was decorated with the arts and crafts from a particular state - with durries, paintings, textiles, masks, trays, bedside lamps, artefacts and even a dustbin!

The Guesthouse rooms now represent the Arts, Crafts & Textiles of Maharashtra, Karnataka, Gujarat, Madhya Pradesh, Assam, Punjab, UP, Bihar, Meghalaya, Andhra, Telangana, Kerala, Tamilnadu and other states.

Our artisans and the HfA team did a wonderful job of getting these artefacts ready in a very short time.

Corporate Craft Patron Program

HfA is running a program to get Corporates to Adopt a Craft (write a few sentences about the program) 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.



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