



Heart for Art

Handcrafted Elegance

Heart for Art Public
Charitable Trust**NEWSLETTER**

OCT 2017

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Our Journey Continues

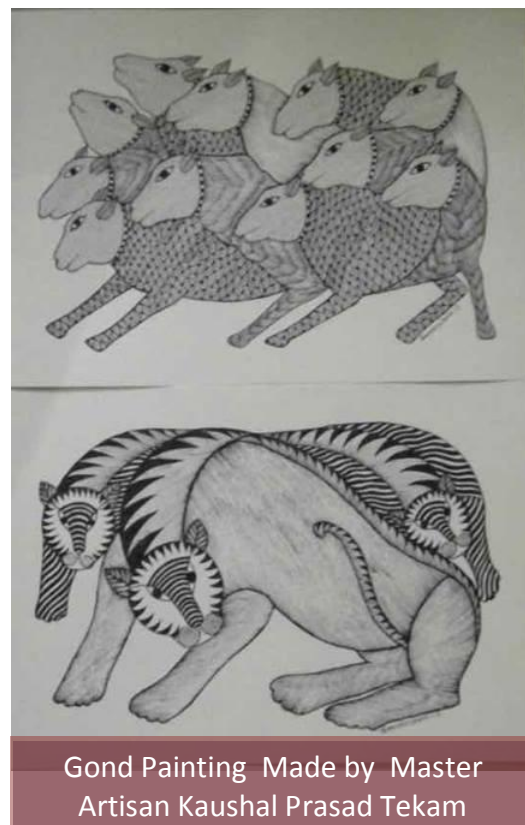
Many more arts, crafts & activities. Growing impact.

We hope you've had a joyous Deepavali.

In this newsletter we look forward to sharing with you the activities at Heart for Art (HFA) and our various public engagements over the past few months. It also opens up for you multiple ways to connect with us and our work.

Last quarter really pushed us as an organization to think big, and illustrated the real need for our work in the art and craft sector. We are happy to have facilitated many thrilling journeys in the art and crafts, and for the opportunity to witness these fascinating outcomes from critically engaged and experimental programmes. We hope that you will be a part of this journey by joining us at our various events across the country.

We have had an eventful quarter! We hold many workshops, which were interactive sessions on everything related to folk arts. In the past few months, to showcase and promote the work of our artisans, we participated in various exhibitions and melas. While this newsletter is a succinct narrative of the many such initiatives of HFA, it nonetheless cannot capture the experience of a live performance, presentation, and we hope you catch that magic at one of our upcoming events across the country!



Gond Painting Made by Master
Artisan Kaushal Prasad Tekam



Being the Official Speaker Gift Sponsors at NASSCOM's first Women in Technology event

HEART FOR ART - proud to be the Official Speaker Gift Sponsors at NASSCOM's first Women in Technology event held on 19 September at Infosys, Phase II, Hinjewadi, Pune.

Be a part of our CORPORATE CRAFT PATRON PROGRAM. Adopt a craft and help revive rural livelihoods! We are urging technology leaders and corporates to support the revival of traditional arts & crafts and artisanal livelihoods. Our Arts & Crafts are India's Intellectual Property for centuries!

Presenting Social Enterprise Track at IIT-Kanpur Alumni Association –Startup Master Class

Heart for Art Trust was honored to present Social Enterprise Track at IIT-Kanpur Alumni Association –Startup MasterClass 2017 on 16th Sept at the

Westin Hotel, Pune. Inviting CSR Fund Managers, NGOs and Social Sector Investors. Eminent Social Entrepreneurs Share their Stories | Panel Discussion | Startup Investor Pitch

Presenting at Deshpande Foundation, Hubli

Heart for Art presented their model to provide a platform for Artists 7 Oct. at Deshpande Foundation, Hubli. Heart for Art was one of the India's best social startups and those ready for acceleration pitch at the Semi-final of Sandbox Samvidha, a pan-India platform for social impact ideators and entrepreneurs. Great to meet fellow entrepreneurs who are working on creating social change through their enterprises....and to get feedback on what we do from industry stalwarts and mentors.

Partnering with The Mask Project & Shora Painting Competition

Heart for Art is partnered with The Mask Project to organise the display and sale of traditional masks. Organized by the IGA – Indranil Garai & Associates & the Monalisa Kalagram this event was aimed

towards children between the ages 5 to 15, to encourage them to use their creative talents and also be part of a mega event. The theme for this year was 'Mask'. Kids showcased their talent on terracotta platters ('Shora' or platters) that was provided at the venue. The first session of the program took place in September at Poona Bango Sammilani, Hadapsar & the next session is scheduled in November at Monalisa Kalagram, Koregaon Park (details is on next page).





Exhibitions & Melas Done

- Women Entrepreneur's Show, 19 & 20 July, CONRAD HOTEL.
- Tamboo Market 017 (Baner)- Ganesh festival shopping, Aug 11 - Aug 13, Kundan Garden, Baner.
- Yellow Ribbon Craft Fair 2017, 15th Sept - 19th Sept, Ishanya Mall.
- The Mask Project, Session I, 24th & 28th September, Poona Bango Sammilani, Hadapsar, Aamantran, BT Kawade Road.

The Mask Project was planned to be the largest group show in Pune with more than 50 eminent Pune contemporary artists and traditional artists from various states of India, who were displaying art works on the theme of mask. To add to the excitement and learn from the masters a series of workshops during the event were planned. The Cherial Mask Making Workshop organized by Heart for Art was the first of the series and was followed by a display cum sale of the artist's work.

Organizing Indian Art & Craft Festivals Abroad

It's our endeavor now, to take India's Arts & Crafts abroad and give our artisans global exposure, enhance incomes and provide sustained earnings through international markets. We do this by organizing Indian Arts & Crafts Festivals abroad - showcasing our artisans and their quality work to audiences abroad - to discerning consumers, architects, designers, the local youth and build a dialogue between the artisans and consumers across nations.



One such, festival is coming up in the first week of February, 2018 in the United Arab Emirates - Dubai & Sharjah. The dates, venues, interactive programs - exhibitions, sales, workshops, demos, films, folk art performances have been finalised and the arrangements are well underway. It is being actively supported by the Indian Council of Cultural Relations (ICCR) and the Indian Consul General of UAE.

Festival date & 7 locations in UAE-
February 1, 2 & 3, 2018

- Indian Consulate, Dubai
- Indian High School, Dubai
- Skyline University College, Sharjah

New Front Group Supporting Our 6 Point Corporate Craft Patron Program

We would like to thank New Front Group for supporting our 6 Point Corporate Craft Patron Program. Calling CSR Programs to support our CORPORATE CRAFT PATRON PROGRAM: ADOPT a traditional Art & Craft and help revive RURAL LIVELIHOODS :: 80 G IT Exemptions.

Our New Office Address

We are happy to announce that we have recently moved office to a new and much bigger space. The new office will allow us to accommodate our increase in capacity. We spent the previous two years in a building about a few meters away from our new location -- our old office served us well, and we made great memories there, but we couldn't be more excited about our new space.

Our new address: 302, Green Heaven, Udaybaug, B T Kawade Road, Pune 411013

We look forward to welcoming you to our new premises and invite you to come visit us soon!

Craft Workshop Done

Last quarter Heart for Art offered a range of interesting workshops to choose from.

CHERIAL MASK MAKING WORKSHOPS in Pune with Master Artisans Sai Kiran and Nageshwar from Telangana -15th - 18th Sept, at multiple venues across the city - Pagdandi - Books Chai Cafe, Monalisa Kalagram, Gyaan Adab Centre, Kaveri Kalakshetra, Warsaa | The Heritage Shop, Ekattha - The Design Faktory, Studio 360 @ Nibm, Kalachhaya Cultural Center, Dr. B.N.College of Architecture college . It was a joy to see participants from age 7 to 57 enjoying the vibrant mask making technique from Telengana. Pune as always greets us with immense enthusiasm.



GOND PAINTING WORKSHOPS with Gond Artist Kaushalprasad Tekam from 25th Aug to 28th Aug at Cafe City Monk (New York Trade Center). The Art Container (Auda Garden), Conflictorium (Mirzapur) Picca Licci Restuarant (law garden Cross), the Riverside School (Cantonment) in AHMEDABAD. Yet another phase of workshop, this time we had brought Gond Painting from Madhya Pradesh to Ahmedabad .The city exuberant in its rich culture embraced the sessions with immense warmth and enthusiasm.

Bengal Pattachitra Workshops from Patua artist Suman Chitrakar- from July 28 th - July 31st at LaMakaan (Banjara Hills), INIFD (Hitech City), Vasyaa-Insd (International School of Design), Daaram, (Begumpet), Phoenix Arena (TSIIC, Hitec City), Our Sacred Spacein Hyderabad.

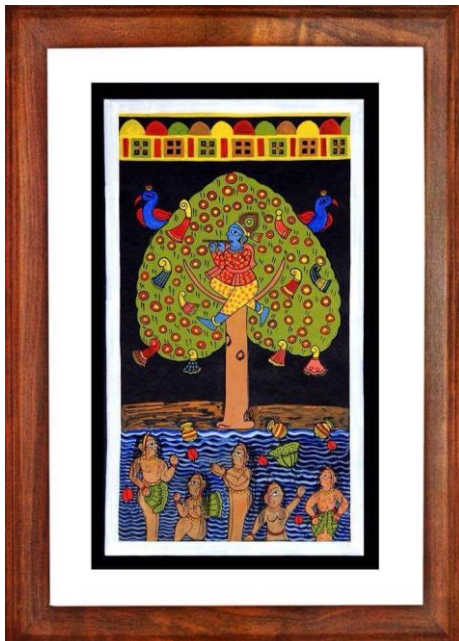
Odisha Palm Pattachitra Workshops led by Master artist Pramodkumar Maharana from Raghurajpur, Odisha, from 18th Aug

to 20th Aug at Doolally Taproom (ONGC Colony, Bandra), Pannache (D N Nagar, Andheri West), Doolally Taproom (Colaba), St. Catherine's (Mount Mary Road, Bandra), The Integral Space (Lower Parel), Visual Art Academy (Thane West) in Mumbai.



New Arts & Crafts

We have introduced Phad painting or Phad - a style of religious scroll painting and folk painting, practiced in Rajasthan. Have a look at our collection of Phad paintings made by the Joshi families of Bhilwara, Shahpura in Bhilwara district of Rajasthan are widely known as the traditional artists of this folk art-form for the last two centuries.



A new collection of Cherial masks of Telangana made by mask artist Saikiran Verma is also online now. The masks add an eye-popping splash of colour to a dull corner, brightening it immediately.



Featured Collection -Blue Pottery

At Heart for Art we celebrate Indian artisans and their Craft. Here's just a glimpse at one of our featured collections .

JAIPUR BLUE POTTERY- This beautiful craft continues to be the outcome of the creative expression and skill of the craftsmen at Jaipur! Checkout our new collection from the Artisans of Jaipur!

The name 'Blue Pottery' comes from the eye-catching blue dye that is used to colour the pottery. Some of the pottery is semi-transparent and most are decorated with animal and bird motifs. The pottery has a unique appearance as it is made using Egyptian paste, is glazed and low-fired. This is an art-form that stands distinguished from all other forms of pottery owing to its usage of a special dough prepared by mixing quartz stone powder, powdered glass, Multani Mitti (Fuller's Earth), borax, gum and water. It is the only pottery in the world that does not use clay. The technique beautifully produces decorative items like tiles, door knobs, pots, vases and plates.





Artisan- Sai Kiran Verma

Cherial Mask Artisan Sai Kiran Verma from Telangana-Dhanaloka Saikiran Verma, son of state award winners D. Nageshwar and D. Padma, hails from Rangareddy district Telangana. He studied Fine Arts from Sri Venkateshwara College of Fine Arts, Madhapur. He later chose to carry on with his family tradition of Cherial Scroll Painting and Mask Making. He has conducted multiple workshops across the country.



Upcoming Events

- The Wassup Flea - Xmas Edition, 15 –17 December, The Royal Palms Lawn Koregao Park.
- "ZaPalooza" - Pune's Grooviest Flea Market, 11 & 12 November, Raga Lawns, Annex North Koregaon Park
- Flea Market of Pune Tattoo Festival 2017, 2 –5 November, Raga Lawns, Koregaon Park.
- Jingle Bells Christmas Bazaar, December 22 – December 23, Sacred World Atrium Wanorie.
- The Mask Project, Session II, 17th- 26th November, Monalisa Kalagram, Koregaon Park.



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