



Heart for Art

Handcrafted Elegance

Heart for Art Public
Charitable Trust**NEWSLETTER**

OCT 2018

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Our Journey Continues

Many more arts, crafts & activities. Growing impact.

Season of festivities is here!

Heart for Art Trust (HFA) is happy to be back with news on our work between July and September 2018! Scroll for exciting updates across our programmes, along with updates on events!

We are delighted to have reached a special milestone of 4 years of existence, since our Trust Deed was signed on October 1, 2014! We would like to express our gratitude to the Founding Trustees!

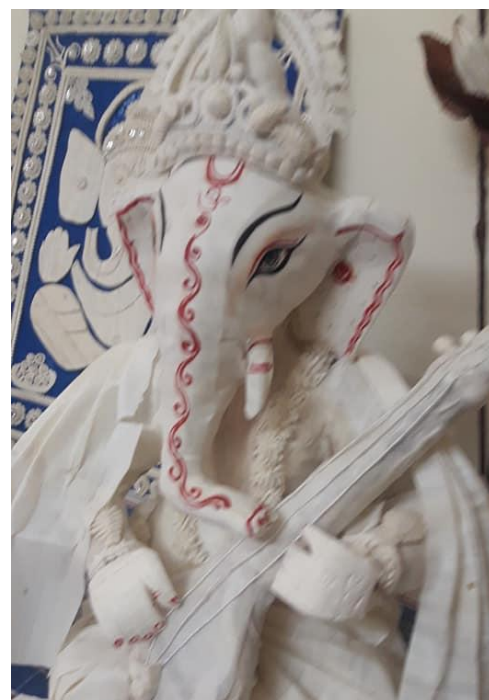
This landmark has only been made possible with your passionate support as art patrons, collaborators, lifestyle store partners, artists, vendors, workshop venue partners and participants, our event organisers and stall visitors, researchers, scholars and curators!

Over these past four years, we have been able to facilitate many corporate programs, consumer markets & melas, workshops, commissioned projects, art residency program, corporate gifting, art and craft tours. We have also put up our artisans products at various lifestyle stores and launched our products on Amazon

Join us as we continue on this exciting journey. Experience specially-curated events, engage in our workshops. Connect with our artists and fellow art enthusiasts!

Please visit our website or follow us on Twitter, facebook, and YouTube for regular updates! We would love to hear from you—write to us at info@heartforart.co.in with any feedback or query.

Warmly,
The HFA Team



Shola Ganapati made by our artisan Rathindra Halder from West Bengal.



Exhibitions & Melas

- KVIFF Eco Bazaar 2019
4th, 5th and 6th of January 2019 (11am-8pm)
Pandit Jawaharlal Nehru Auditorium, Ghole Rd
- Jingle Bells Christmas Bazaar
22 & 23 Dec, Sacred World Mall, Wanworie
- The Big Shopping Christmas Festival -19th Dec
Panchshil Tech Park, Yerwada
- The Big Shopping Christmas Festival - 20th Dec
Business Bay, Yerwada
- The Big Shopping Christmas Festival- 21st Dec
World Trade Center, Kharad

OUR CRAFT WORKSHOPS

- Bhaona Mask Making Workshop With Hem Ch. and Khagen Goswami from Majuli, Assam- PUNE locations

Our Recent Craft Workshops

Ecoexist and Heart for Art Trust brought this September Ecofriendly Ganesh Idols workshops to Pune for making your own Ganesh idol with a master sculptor from the village of Pen- situated 80 kms away from Mumbai. Taught by: Shrikanth Deodhar. This was also about the environmental impacts of the festival and learn about how you can celebrate it in a ecofriendly way. Comfortable size of participants - for amateurs, 15 to 20. Size of the idol - 10"-12".



In the end of August Heart for Art organised a special workshop in Pune to learn the art of making Ganapati Decorations with Sholapith. This workshop was an attempt to explore the indigenous craft of Sholapith from West

Bengal. Two master artisans - Rathindra Haldar and Rabindra Haldar from West Bengal demonstrated the exquisite work of Sholapith.

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 taught how to make some eco-friendly flowers and other decorative. Participants learnt from them how to make makhar, their favourite modaks also. At the end of the workshop they got their own set of two lotus flowers, set of two modaks, set of two hangings (beautiful hand made decorations are made using hand made paper as well as flowers that are crafted out of shola pith) and one Chakra. All material required to make the above items were provided during the workshop. The sessions were fun, supportive and friendly, and the experience will live long in the memory of all participants.





Launching Go Green Collection

Get FREEDOM from PLASTICS this INDEPENDENCE DAY! Our GO GREEN Collection :: Products made from NATURAL & SUSTAINABLE materials from INDIA'S ARTISANS!

BUY HERE - <https://www.heartforartonline.com/collections/go-green>

Our Go Green collection is a step towards co-existence. If we don't coexist we won't exist. We often feel that our actions have a cascading effect, but actually, it follows the circular effect path. Sustainable living is the only way to save our home, and our bigger home - our planet! So this collection is to help point those who want to make the shift to a plastic-free lifestyle in the right direction. In this collected we have put together this guide of nifty eco-friendly alternatives.

Our products are everything which supports a sustainable lifestyle. Our vision is India without plastic waste.

This collection consists a range of stationary products (like pencil, notepad, pen etc), everyday essential cum personal care products (like razor, comb, toothbrush, cotton buds etc), home & kitchen products (like water bottles, straws etc), household supplies - disposable cutlery (like plates, bowls etc).

Our recent visit with our Etikoppaka artisan

We recently visited our Etikoppaka Woodcraft artisans in the Eastern Ghats area - 60 km from Vishakhapatnam. C V Raju has been working on preserving this craft, continuing family traditions over multiple generations. Great to see them work on new ideas - coming soon - Araku Coffee packaged in Etikoppaka Wooden Barnis!



Nakkapalli, before it spread to its present home. The proximity of the forest area with plenty of Ankudu Karra and Poniki



Chekka, a light and soft wood, promoted the tradition of the woodcraft in the hamlet of Etikoppaka.

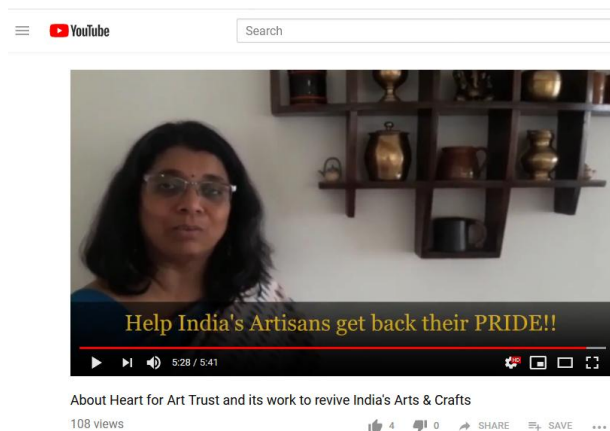




Video about our trust

For the love of India's Arts & Crafts - Video about Heart for Art Trust and its work - Support Handcrafted products made by Indian Artisans - UNIQUE .TRADITION .HEIRLOOM .JOY.

<https://youtu.be/oDiepYgJHAs> New Art & Crafts



Customer Speak

CUSTOMER SPEAK :: Support to India's Arts and Crafts will help regenerate Rural Livelihoods and get help artisans get back their PRIDE! A big thank you to all of you who have supported the cause and brought smiles.

<https://www.heartforartonline.com/pages/customer-testimonials-2018>

Our customer Dhanashree Deshmukh from Pune said "I am a Choreographer and dance therapy practitioner. My profession demands to be fit and healthy so I am very conscious about what I exactly want to have while doing exercise. I was using regular yoga mat and one fine day I met Padmaja who suggested trying Darbha grass yoga mat. I took this mat home and the next day tried it out in my daily morning practice. This mat is absolutely amazing!"



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