



HEART FOR ART TRUST NEWSLETTER

January, 2019



**RURAL ARTISANS OF DALLI-RAJHARA
MAKING BAMBOO STRING LIGHTS**

Hello Readers!

We hope you have had a Fantastic Year! We are delighted to present our newsletter for January 2019. We are back with many exciting engagements showcasing the work of our artisans, events, collaborative practices and thought-provoking projects in the arts and crafts, between October, 2018 and December, 2018 at HFA!

We have an exciting year planned for you in 2019!

Follow us on Facebook or Twitter or visit our website for upcoming grant showcases and more. Join us in this incredible journey, as we reach out to more diverse spaces, projects and possibilities in the arts and crafts. Thank you for being a part of this journey with us, as our passionate collaborators, grantees, donors, customers and supporters.

Heart for Art wishes everyone a Happy and Peaceful New Year 2019

Warmly,
The HFA team

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UPCOMING EVENTS



Tieup with Lupin Foundation

On the Sindhudurg Woodcraft project

We are working for setting up of an Off Farm Producer Organization (OFPO) in Sindhudurg district to increase the livelihoods of the Vishwakarma Sutar community in the region. The Kudal block region of Sindhudurg district of Maharashtra has been known for its amazing work in wooden artefacts craft. The skillsets and products have lagged behind the market opportunities and need to be upgraded to match market opportunities.



The Lupin Foundation and the OFPO will work closely with Heart for Art Trust to create marketing and revenue opportunities for the products.

We are identifying the skills and gaps in the community, identifying the steps needed to get them to improve their products and suggesting a business plan to match modern market opportunities and increase their earnings.

The carpenters in Sindhudurg belong to the Vishwakarma community. They are skilled in arts like production of fine quality wood sculptures/carvings and utility items. During recent years owing to the market requirements, they ventured in production of wooden roofs, wood doors, small furniture's, doorframes, window frames, etc. In the past, the artefacts produced by this community were highly appreciated and received huge market demand. The changing market is pushing these artisans out of context.

Lupin Foundation will help the OFPO board choose these set of leaders and managers and will recommend the training and mentoring they require. Lupin Foundation will prepare to exit from year 3 beginning onwards and will take a call on eventual exit either in year 3 or year 4.



Earth Souk Products- Serendipity Handbags

We have launched Earth Souk Products- Serendipity Handbags Inspired by the Durrie of Warangal. These bags are inspired by the stunning beauty of the Durries of Warangal which has a history of making world class Durries or carpets.

The portfolio is wide including tote bags, satchel bags, sling bags, duffle bags, laptop bags, and laptop sleeves. Celebrate handcrafted! Get a piece of this love, the art, this passion into your life. Check

@<https://www.heartforartonline.com/collections/bags-inspired-by-the-durrie-of-warangal>



Our New Year Collection Has Been Launched

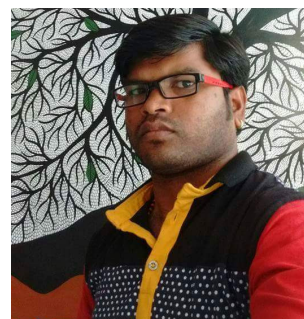
Celebrate NEW YEAR with gift hampers from India's Arts & Crafts - lovingly handcrafted by India's Rural Artisans. Christmas Lights, T-Lights, Baskets, Boxes, Puzzles and Games for Children and many more. Check them out here

<https://www.heartforartonline.com/collections/christmas-new-year-hampers>



Kaushal Prasad Tekam- Gond Artist

Kaushal Prasad Tekam is an upcoming tribal artist of Gond Paintings. He comes from Dindor, Madhya Pradesh. He is one of our precious artisan, who has set an example with his ability to learn new things and also an example of how traditional crafts can also offer a means to a better quality of life. His artwork collection can be checked @<https://www.heartforartonline.com/search?q=kaushal>



MAKING OF THE BUDDHA

48" H, Buddha in Padmasana & Dhyana Mudra

Sculpted by Pallava Stonecraft artisans led by Prof. Bhaskar and his team



Commissioned Projects : Making of the Buddha

Our Pallava Stonecraft artisans from Tamilnadu, led by master artisan Prof. Bhaskaran, recently sculpted this 48" h, Buddha in Padmasana and Dhyana Mudra for a patron in Pune - The Buddha will soon be on its way to adorn his home!

Calling architects, interior designers and art patrons to commission their favourite sculptures and other products stone, wood, metal craft products

<https://www.heartforartonline.com/pages/wholesale-commissioned-projects>

Our Upcoming Events

KVIFF - Eco bazaar

4th -6th January, the Pandit Jawaharlal Nehru Sanskrutik Bhavan, Ghole Road

The Flo Pune Haat

Feb 22 - Feb 23
Poona Club · Pune



CHERIAL MASK MAKING WORKSHOP



Cherial Mask Making Workshops

At Bricks School of Architecture

Cherial Mask Making workshop was conducted by master artist Dhanalakota Saikiran Verma, son of state award winners D. Nageshwar and D. Padma who hails from Rangareddy district Telangana at the Bricks School of Architecture. The dates of the workshop were 24th December to 26th December. More than 45 students attended the workshop.

Exhibitions We Participated

YELLOW RIBBON FAIR - ISHANYA MALL - 5th - 8th Oct .

OKTOBERFEST – MAGARPATTA CITY, 26th & 27th OCT, DECCAN HARVEST, Magarpatta City

Give Us Your Feedback

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Sui Dhaga The Movie & Rural Artisans

Recently released Sui-Dhaga the movie - an ode to India's artisans - and the possibilities of the revival of India's Arts & Crafts - helping rural artisans express themselves through what they do best - create new products!

Here's hoping that it inspires many youngsters to continue artisanal traditions, create new products and enhance livelihoods

