



Our Journey

We are happy to present the second issue of the Heart for Art newsletter

The Heart for Art effort has been and will always be a work-in-progress. From its conception till the end of the 1st year of our official existence, we continued working with our valued traditional craft practitioners of rural India supporting them to reach out to the global audience. The relationship with our artisans has grown ever since.

Not only has the sector continued to awe us with its exquisite skills and richness but we have built relationships with many of the finest artisans and craft organizations and entrepreneurs across India over the last quarter. As a network of handicraft artisans and organizations, we have been

able to understand, experience and address key needs and challenges through our initiatives, and have developed standard and proven models and methodologies for strengthening craft businesses. In this issue we have highlight our efforts.

In Pune, Mumbai & Bangalore we organised several craft workshops, participated in exhibitions cum sale of handicrafts, corporate events and a special event on the World Environment Day celebration. We also continued to introduce new products in the market through various market connectivity programmes.





PRODUCT CATEGORIES

TIC TAC TOE :: Traditional Toys
 FUROSHIKI :: Baskets & Boxes
 RANGOLI :: Tableware
 MASQUERADE :: Masks & Wall Hangings
 ELVES :: Small Paintings
 MING :: Pottery & Ceramics
 HEARTH :: Durries & Carpets
 CHIZEL :: Sculptures
 JACARANDA :: Pots & Planters



New Art & Crafts

In the April-June quarter, we introduced several new crafts:

- Kauna Grasscraft of Manipur
- Banana fibre craft of Karanataka and Tamilnadu
- Palm leaf craft of (Tamilnadu)
- Golden Grass Craft (Odisha),
- Sitalpati craft (West Bengal).

These natural fibers leaves are extracted from trees and grasses and are woven into variety of things- boxes, presentation boxes, simple square boxes, baskets, hats and many more. These fibers are sturdy and can be bent to any shape to be turned into items of household use. Sometimes a little colour is added to the fibers to create interest in the design. But the fibers itself make the products look very bright and attractive. These crafts have got great aesthetic appeal and conform to 100% natural living. Its because of this reason there is optimism that these crafts will also survive the test of time, but as of now they need help to

survive. Artisans of these crafts are still trying to establish their market in India itself.

Folk Paintings

We launched some folk art forms of India in the last quarter like Gond tribal painting of Madhya Pradesh & Chhattisgarh. Gond paintings depict various celebrations, rituals and man's relationship with nature. This mystical art form is created by putting together dots and lines.

Masks

In last quarter we also unveiled the traditional craft making of India with launching a collection of Gamira wooden masks (Dinajpur) and Chau masks (Purulia) made of clay, paper and cloth from West Bengal. Both are used by folk dancers during their performances. Gamira and Chau are the dances of war, where the masks are inseparable parts.

Craft from Waste

We introduced a new collection of craft

from waste with upcycled newspaper baskets, paper bowls, and more. These products are made tsunami hit villagers around Pondicherry. These brilliant colours, modernistic and utility-driven designs will give your home a pop of quirk and colour. All products are hand-made and eco-friendly, transforming recycled newspaper into art and accessories.

Cloth Bags

In this collection we also have a range of fancy and sturdy bags and many more which are made from waste plastic carry bags. Their products are special because they clean up the earth off some plastic bags, which take 20 or more years to degrade and they create a new livelihood for the craftsmen and wastepickers.





New Home Décor & Handmade crafts

This quarter, we introduced some new products.

Bags

First time we launched some natural hand-woven eco-friendly yet stylish bags of which some are made of Sitalpati, some of Kauna grass craft and some from up cycled plastic bags. The bags have very smart, trendy & urban look. These bags are extremely durable. Some golden grass boxes, coaster and mats are introduced. The natural golden sheen of the dried grass makes them look very bright and attractive.

Gifting Products

Some set of products created for gifting purposes. Like we introduced a set consisting a wooden platter, a nuts tray (made from an alloy of zinc and copper with pure silver inlayer work) & two wooden forks. This set is showcasing the craftsmanship of West Bengal and as well as the Bidri artwork of Karnataka.

Eco- friendly Yoga & Meditation Mats

We also offered our customers to get closer to nature with some natural water hyacinth handmade mat that they can use to perform yoga. These are natural, eco friendly and skin friendly.

Baskets & Tableware

A huge range of Sabaii grass and Bamboo products was also unveiled specially fancy coasters (made of Bamboo), some exquisite handwoven baskets made to give the choicest of gifts or for serving delicatessen, trays made of banana fiber, boxes made of golden grass and palm leaf, wooden forks and bowls, etc.

We also introduced some Kottan baskets and channapatna boxes of contemporary design.

Classic Bidri Items

Our artisans are now making some vintage style bidri vases inspired by the designs from the Deccan, late 17th/early 18th century.

Corporate Event

Heart for Art put up their stall at Persistent Systems premises for 5 day long exhibition in five of their localities across Pune



World Environment Day Celebration

For World Environment Day 2016, we were honoured to be a part of a special event with Ecoexist - 'CARRYING THE EARTH: Conservation art on cloth bags' art exhibition and workshops to spread the message of use of cloth bags – through art. Twenty artists – both from rural and urban India –were invited to use the cloth and canvas bags and paint on them. These included Gond artists, Bengal Painting, Madhubani, Odisha Pattachitra as well as designs from contemporary urban artists. Carrying the Earth was an art exhibition of these works of art on cloth bags hosted by MonaLisa Kalagram. The event also conducted activities for

children alongside where the kids will be painting cloth bags that they will then carry home and use.

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 and Mumbai. This time we expanded it to Bangalore. In this quarter we conducted following workshops



1. Gond Painting workshop in Pune & Mumbai
2. Bengal Painting Workshop in Bangalore

The Gond Painting workshops was conducted by traditional painters Ramesh Tekam and Radha Tekam at various places of Pune like the GyanAdab Center in Kalyaninagar, P. N. Gadgil Art Gallery in Aundh, the BRICKS Architecture College, Pagdandi Books-Café in Baner etc and also in Mumbai places like the Integral Space opposite the Palladium Mall in Lower Parel and the Art Lovers Gallery at Mount Mary in Bandra. We also did another series of Bengal paintings workshop by Suman Chitrakar in Bangalore. We worked with Kistch Mandi, Atta Galatta, and House of Tamaara as our venue partners of Bangalore in mid-April.

During each workshop session artisans engaged between 15 and 30 participants in an exploration of the folk arts tradition and enable them to create their own art pieces based on their world of imagination that they imbibe from their social and cultural environment.

Featured Artisan – Ramesh Tekam



Shri Ramesh Tekam is a GOND ARTIST from Bhopal, Madhya Pradesh. He and his wife- Radha Tekam have been painting professionally for over twenty years. Shri Tekam's works are mostly depictions of nature, done in the characteristic colorful and detailed Gond style. Heart for Art met with Ramesh at Kalaghoda festival in Mumbai and understood his skills and work on Gond paintings specially on wild animal figures. His opportunities to get his paintings around India were limited. He and his work needed exposure to the rest of the country and his family needed an increase in earnings.

We took up the task of taking Ramesh and his wife Radha Tekam's work to the market. We got his paintings onto our online store and to lifestyle stores in Mumbai and Goa. Gond Painting workshops were arranged in Pune, Mumbai. We helped them increase their yearly earnings by 150+% in a short time.



Chola Bronze Sculpture in the making

UPCOMING EVENTS

Pune Farmers Market

17th July

Odisha Pattachitra Workshops

Bengaluru 26th – 30th April

Art & Craft Festival

Pune, 24th September – 2nd October (10 days)

Corporate Exhibitions

Tamboo Market

Pune, 13 August to 15 August

Training programs



Plan for Next Quarter

To further increase our reach with arts and craft artisans on the one side and to urban customers and art/craft lovers on the other, we have put together an aggressive plan to increase the impact on the earnings of rural artisans. Here are the highlights of the plan:

We now take a large step, in collaboration with INTACH, to increase the impact through a Annual 7 Day Arts & Crafts Festival in Pune.

We aim to make the Pune Art & Craft Festival the most sought-after festival for the Arts and Crafts – by artisans and patrons and give artisans a wholesome exposure, experience. We will have more than 20 crafts participate in this experiential festival for art and craft. The Festival will be held at a central anchor location plus 10 other locations spread across Pune to take the Festival to people's doorsteps! More than 10,000 people are expected to spend quality time at the inaugural festival. The festival is well supported by sponsors from a number of well known brands and companies of Pune.

We would be organising a crafts mela in various Technology parks in Pune and would be displaying various crafts, showing documentaries, displaying products, and various processes to make the craft fair more informative and people participative. This would ensure more sales and more people understanding the products.

Besides we also plan to add 6 more crafts onto the marketing platform. Add crafts from the Western and Northern regions after the Southern and Eastern region that have been added so far and holding many more workshops with consumers.

Commissioned Project

Our artisans work on commissioned projects for schools, corporates, hotels, hospitality industry as well as to individual residences to create customized solutions. They will soon start to give a new age school - a 'artistic' beginning. They will transform the school with exquisite wall art by using the school walls as canvas to paint on. With a range that includes gurukul teaching scenes, nature, wildlife, social life themes to choose from, the possibilities are endless.

Our designers and production people research the possibilities in multiple ways and chalk down the best ideas. Our project lead, an artist herself manages review processes to continuously monitor quality and initiates timely corrections throughout the lifecycle of the project. We commission the project and initiate handover with maintenance tips and guidelines.

Corporate Gifting

Our Bidri artisans were proud to make 150+ items for national and international guests at an International Conference hosted by Zinnov Consulting. A card inserted in every gift box tells the story about the craft, how it has been made, how it is helping craftsmen and our culture etc. We customize the gift items with corporate company's logo. The conference is being held in Bangalore in the month of July.





DONATE!

Donate generously to help revive the Arts + Crafts Traditions of India. Help our artisans get back their livelihoods and their pride!

Heart for Art Public Charitable Trust, in its endeavour to revive the Art + Craft traditions of India - runs a Artisans' Skills Development Program. Artisans are exposed to the latest inputs to face the world while they maintain their art + craft traditions and ethos.

DONATE Rs. 100, 500 or 1000/- to help us make this happen. A receipt for the donation will be sent to your address. Quarterly reports on the usage of the funds collected will be shared with all Donors.

Donate here

<http://www.heartforartonline.com/collections/donations/artisans-skills-development-program>

Call for Volunteers & Interns

We are looking to expand our team and efforts in this noble endeavor. Either as Volunteers or Interns. Openings are available for Product Photography, Product Design, Marketing & Sales, Workshop support, etc. The work periods of these opportunities range from a couple of months to six months. Students can engage as volunteers/interns over weekends or for specific events during these periods. They will pickup valuable experience through these opportunities at Heart for Art and will also work on the noble cause of reviving the arts and crafts of India. Heart for Art is founded and run by well accomplished professionals with global experience.

A few opportunities are available to be part of specific tasks and projects in April & May 2016 in Pune, Mumbai and Bengaluru and interested students can contact us.

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