

Press Release

## Kolkata Centre For Creativity Hosts 'AMI Arts Festival 2020'

- Three days of everything artsy featuring 150 artists, 350 plus artworks, multiple workshops and unique performances –

Kolkata, 17<sup>th</sup> December 2020: Kolkata Centre for Creativity (KCC) is hosting its first edition of the 'AMI Arts Festival' from 18<sup>th</sup>-20<sup>th</sup> December, 2020. The festival will promote, support, sustain and create opportunities for artists amidst these trying times. The inauguration ceremony was graced by Ms Nakamura Yutaka, Consul-General of Japan, Mr Gianluca Rubagotti, Ph.D, Consul-General of Italy and Ms Gouri Basu, Director, Eastern Zonal Cultural Centre, Ministry of Culture, Government of India who were the guests of honour.

The inaugural edition of the 'AMI Arts Festival' will showcase over 350 artworks by 150 artists from all over the country. The art exhibition will not only be affordable but will also have diverse collection of artworks which will include a range of modern & contemporary drawings, paintings, sculptures, tapestry and graphics. Artworks of renowned artists such as Jogen Chowdhury, Shuvapasanna Bhattacharya, Ramananda Bandyopadhyay along with emerging artists and students of art colleges from all over Bengal are being showcased at this four-day affair. Ami arts festival will also focus on the educational side where renowned personalities like Atul Dodia (Visual Artist), Kavita Singh (professor of Art History, Jawaharlal Nehru University), Ranjit Hoskote (Poet, Art critic & curator), Jitish Kallat (Visual Artist and Curator) and R Siva Kumar (professor of Art History Visa Bharati) will discuss the varied aspects of art and the current industry.

One of the major attraction of the festival is the Pattachitra workshop which will be conducted by the *patuas* (traditional artisan community from rural belts of Bengal) themselves during these four days followed by a talk session of this traditionally treasured art form. KCC through this festival aims to bring in focus, indigenous performances like *Gambhira*, *Bhadu* and *Tusu* which are losing their charm because of lack of exposure. *Gambhira* is a type of song that originated in North-eastern West Bengal, it is performed with a particularly distinctive rhythm and focuses on discussion of topics to raise social awareness. *Bhadu* gaan, is an inseparable part of *Bhadu* festival that reflects colours of the rural society. The *Tusu* dance hails from the Birbhum district and is performed during the month of Hindu calendar month of Pausha, the Gregorian months of December and January. Through these performances KCC aims to bring out the essence of West Bengal which is packed with colours, cultures and festivals.

"We are very happy to host Kolkata Centre for Creativity's first annual Art Festival, the AMI Arts Festival which is aimed to make art more accessible and affordable to all. It is an attempt to provide a common platform to the young and emerging artists. This year the festival is going to have a special focus on the works of Bengal students - giving them a platform to learn from and interact with the veterans of the art fraternity", said Ms Richa Agarwal, CEO, Emami Art and Chairperson, KCC.

The exhibition is open for public viewing from Friday 18<sup>th</sup> December, 2020 till Sunday, 20<sup>th</sup> December, 2020 from 11 am to 7 pm. The viewers can purchase artworks from the festival and the collection is also available online at [www.emamiart.com](http://www.emamiart.com).

### About AMI Arts Festival,2020-

This festival is Kolkata's very own cultural festival that takes pride in Bengal's cultural legacy and celebrates its contemporary manifestations in the arts. Though locally rooted, being trans-local in essence, the festival invites participants from across India to encourage cross-pollination of ideas and creativity. It is especially committed to artists, who have been adversely affected by the virus and the various natural and economic calamities that followed. It stands not only with the well-known artists, who have made their mark in the art world, but also with lesser known talented artists, who have invested years of hard work without being recognised, and the promising youngsters, who are struggling to begin their journeys in the present situation.

In addition to visual and performing artists, we are also extending our support to artisans and folk performers to promote our Cultural Heritage.

Going beyond the presumed differences between cutting-edge contemporary arts and traditional crafts, the festival promises to bring forth the very best of both worlds. Besides the exhibition and a range of associated programmes, the festival will also honour selected artists, performers, curators, critics and collectors with annual achievement awards.

This festival will also serve as an annual fundraiser for KCC to keep doing everything we do to encourage research and scholarship, and to preserve and promote practice-based performance and visual arts. We have a wide reach of audience through our Instagram and social media pages. This year we are aiming to take the festival to digital platform and have an online presence, to reach out to a wider audience cutting across spatial-temporal boundaries.

### About Kolkata Centre for Creativity (KCC)

A unit of Anamika Kala Sangam Trust (AKST), Kolkata Centre for Creativity (KCC) is a multi-disciplinary interactive art and creativity Centre located in Kolkata, West Bengal. It is the first in Eastern India to make Art accessible to visually impaired and differently abled under their 'Art for All' initiative. Spearheaded by Richa Agarwal as it's Chairperson, the 70,000 sq. ft. Centre champions the art and cultural landscape of contemporary India since November 2018. It comprises of an Amphitheater, Exhibition & Learning Spaces, Dance studio, Conservation Lab, Books & Materials Library, Creative Culinary space, Craft & Design outlet and a Skill Development Maker's section. Integrating several expressions of art and design to highlight their common creative core – KCC encourages visitors to explore, interact and design ideas on various art forms. KCC works in the areas of Capacity Building, Well-Being, Conservation & Restoration, Craft & Design, Culinary, Visual and Performing Art. It acts as a catalyst for Artistic enhancement through Displays, Presentations, Fellowships, Laboratories, Residences, Conservation, Research and Discourses.

The programs at KCC are designed on the principles of Cultural Diversity, Gender Equality, Conservation of Environment and Inclusion of people with different abilities.

The Centre offers free entry to the public and is open between 11 am to 6 pm from Tuesday to Sunday. For more information about exhibitions and the conferences, please visit [www.kolkatacentreforcreativity.org](http://www.kolkatacentreforcreativity.org)

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For further information, please contact: