



Arts For India

Equipping Artists, Changing Lives

Arts for India supports the International Institute of Fine Arts to nurture the next generation of emerging international artists, promotes greater cultural and educational ties across the world whilst supporting the development of IIFA into the first private university of the arts in India.

International Institute of Fine Arts Newsletter



January to July 2012

"Real Philanthropy is to enable the disadvantaged to earn a decent living." - SK Modi

April 26th saw the launch of Arts for India in the United States at the Solomon R. Guggenheim Museum.

Under the beautiful rotunda, Arts for India was introduced to an audience of business, philanthropic and arts enthusiasts. Tables were hosted by Phillip Morris International, discreet law, the Estee Lauder Foundation and many other US-resident foundations.

CNBC's Ron Santana was Master of Ceremonies and outlined Arts for India's key objectives:

- ★ To continue building the scholarship fund so that up to 100 students a year are supported through their four year course at IIFA
- ★ To develop an international department at IIFA so that students from around the world can study and teach
- ★ To support IIFA's educational partnerships – the Prince's Drawing School and the University of the Arts London, to work towards the long term ambition for IIFA that is to develop the Universe of Art project – a new 100 acre campus with a performing arts centre and an internationally recognised museum
- ★ To develop our Art to Heart programme which supports peer-peer teaching between IIFA students and the eight Dayawati Modi schools and local charities
- ★ Partnering with Elephant Family we are looking to take the Jungle City and Big Egg Hunt advocacy and fundraising models around the world

The evening served as a soft launch for the Jungle City New York campaign, allowing us to outline our objectives and how the campaign will work. This is now planned for 2014 and 500 animals from across six species will cover Manhattan in the city's largest public art exhibition.

The evening also saw the presentation of the Dayawati Modi Award to Hollywood actress Goldie Hawn.

Goldie Hawn has excelled in applying her art to promote animal and animal habitat conservation. As a founding Patron of Elephant Family she has helped raise both profile and funds for this incredible organisation – an organisation which following the huge success of the Elephant Parade has emerged as a global force in using public art campaigning for animal and animal habitat protection.



Oriano Galloni

To coincide with the launch of Arts for India in the USA, international sculptor Oriano Galloni has designed a series of 30 statues which were inspired by India.

Entitled Silent Souls, they are made from Carrera marble, wood which is traditionally used to ship the marble from Italy to India and belt from Rajasthan. Says Oriano: "like a "fil conducteur" these pieces of belt are inserted in the thirty sculptures, conveying a touch of the oriental atmosphere into the occidental world. The bodies of the sculptures are crafted of Indian wood, used at the time for simple packing and crates to ship marble slabs from India to Italy".

The rough handled material has been recycled and reused after accomplishing its purpose of the journey by the artist, applying a meticulous technique. He assembles pieces of wood together with the Indian Silk Cloth to the pure white Carrara Marble, transforming simple materials in a series of thirty unique and very sophisticated sculptures of everlasting beauty and sensuality.



Albermarle Gallery Partnership

Arts for India is delighted to announce a partnership with one of London's leading galleries, the Albermarle Gallery.

Located in Mayfair, London, the Albermarle Gallery has a reputation for introducing exciting contemporary painting and sculpture from international and UK based artists. Drawing from an impressive stable of established and emerging artists, the gallery is renowned for its stimulating figurative and hyper-realist exhibitions and its visually stunning sculpture installations. The gallery strives to represent artists whose unique work transcends the aesthetic and challenges the intellect. Many of the gallery's artists are represented in public, corporate and private collections.

From October 1st through to the first week of November – so encompassing the week of the world famous Freize Art Fair – Oriano Galloni's 30 sculptures will be exhibiting at the Albermarle Gallery. The pieces are for sale at £15,000 each with funds going to Arts for India. We look forward to seeing you at the Arts for India Private View of Oriano's statues being held on October 1st.

Similarly next July and August the gallery will be exhibiting the work of IIFA students. This will be a great and exciting opportunity for the third and fourth year fine art students to exhibit their work both commercially and internationally.

Prince's Drawing School

July 27th saw the selection interviews for the next 4 alumni students to attend IIFA from October – December 2012.

November 15th event at Saatchi Gallery



The annual London fundraising event will be taking place at the Saatchi Gallery on November 15th this year.

The event this year will be themed as a Diwali party - a festival of light – and we are looking forward to nearly 200 people joining us on the evening.

The evening will also see international entertainment including UK's leading Bollywood /Diwali band and solo performance by X-Factor finalist Austin Drage who has supported Rod Stewart and Westlife.

We will be presenting the Modi Creative India Award to a leading figure in the arts who shares our vision of expanding the cultural and creative sector in India. Our nominations committee has proposed:

- ★ George Clonney
- ★ Salma Hayek
- ★ Keira Knightly
- ★ Mick Jagger
- ★ Angelina Jolie

Also on the evening we will be auctioning works of art by some of the world's leading contemporary international artists in what will be an exciting evening.

Partnership with The Prince's Foundation for Building Community

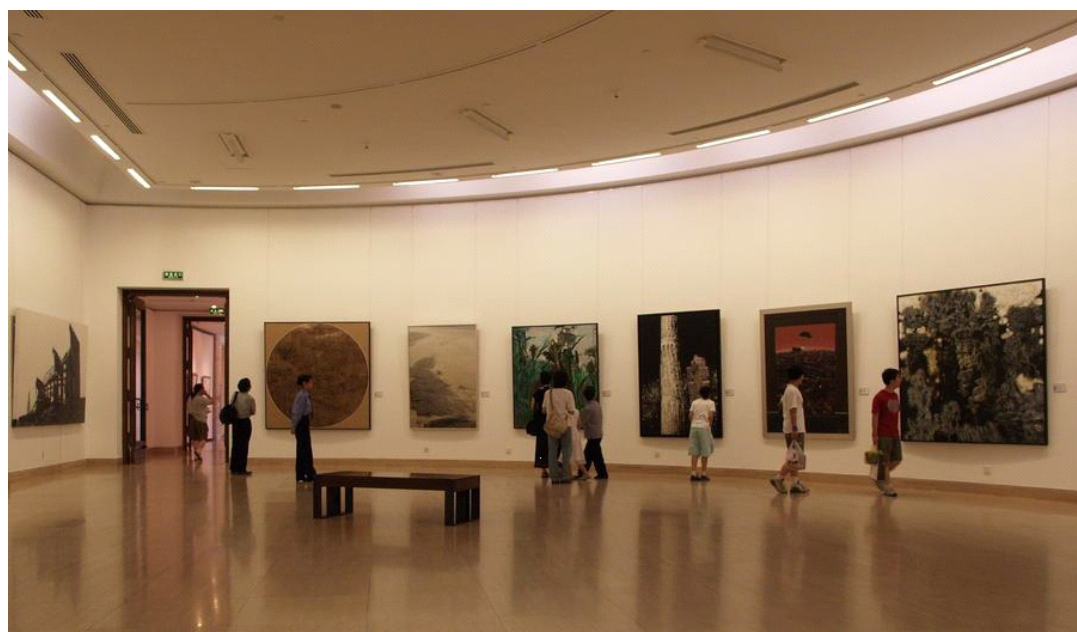
Arts for India has commissioned the Prince's Foundation for Building Community to prepare the master plan for proposed 100 acre creative cluster which will house the new private university, the performing arts centre and international museum.

To be built near to the existing IIFA site this venture will uniquely bring together art, culture and education.

Students will be able to get an option of studying different forms of art from the wide range available - in both visual and performing arts - Fine Art, Applied Art, Fashion Design, Textile Design, Jewellery Design, Interior Design, Ceramics, Music, Dance, Theatre, Journalism, Mass Communication, Photography, Animation and Film & Television etc.

The campus will be equipped with modern, new academic and residential facilities comprising high-tech classrooms, study rooms, laboratories, studios, workshops, e-centres, hostels, art galleries, museums, auditoria (both indoor theatre style as well as outdoor amphitheatre), multimedia halls and sports recreation facilities. There could also be an option for large spaces (indoor and outdoor) for external art events that could be let out for a day/weeks.

The Master Plan will be unveiled on November 15th at Saatchi Gallery.



News from IIFA:

It is the end of term at IIFA. At this time let us focus on some of the students who have been put through Arts for India's Adopt-an-Artist programme:

Bindu Vishwakarma

It has been a very eventful, educative and entertaining first year of my undergraduate programme of BFA at IIFA Modinagar. I am very thankful to my sponsor Ijjat Majeed and Arts for India that has allowed me pursue my passion.

The first year was full of new skills, new meanings, new methods and excellent demonstrations by the teachers to help us experiment with confidence and understand the aesthetic principles. From October to December we had the opportunity to be tutored by teachers from the Princes' Drawing School, London. For many weeks they taught various subject topics through demonstrations and also by helping us understand where we were making mistakes when trying to draw ourselves. The alumni students: Siobhan, Emma, Daniel and Konrad worked hard to help us all upgrade our skills. I will myself use many of the techniques they made me practice and will also remember the mistakes that they pointed out in my work.

The first year also included many celebrations and functions as Fresher's Day, Teachers' Day, Annual Day and the Farewell Party. It was a very enjoyable year and a great learning experience.

The grades achieved by Bindu in the January to June semester:

- ★ Perspective, indoor and outdoor – Grade A+
- ★ Drawing & Sketching – Grade A
- ★ Clay and POP (3D) – Grade A+
- ★ History of Art – Grade B+
- ★ Design 2D – Grade B
- ★ Assignment submission – A

Udita Mittal

At the very beginning, I wish to express my gratitude to my sponsor & to Arts for India for having considered and awarded me the scholarship to study at IIFA, Modinagar.

It has been a very stringent but enjoyable first year of my studies. Understanding the design concepts, practicing with the elements of design and then experimenting with designs keeping in mind the requirements of the principles of design like rhythm, harmony and balance was very, very educative. We learnt about the light theory, the colour theory through assignments guided by our various teachers Dr. Jyoti, Mr. Avinash, Mr. Bilasendu and the Dean of studies who continuously encouraged us to experiment and then corrected us by demonstration if we were making mistakes.

I particularly enjoyed the visit of the teachers from the Princes' Drawing School, London. They started workshops with all students in our class. Daniel & Siobhan worked with a group of students in our class and Konrad and Emma worked with the other groups. There were workshops as well as extended 2 week sessions. Both indoor and outdoor drawing skills were demonstrated by them in very straight forward manner. I was personally guided by Emma in my assignments concerning perspectives. Everyone in the class enjoyed the sessions with them. I personally am very thankful to all the teachers from Prince's Drawing School and promise to remember much of the invaluable advice that I received from them regarding better drawing and sketching skills.

In the second half, I enjoyed the clay modelling and crafting classes. We were given various themes for crafting in our classes with paper masks and wall paintings. Our best efforts were reserved for the Annual Exhibition and the best works of each student were displayed. It was a memorable first year which I thoroughly enjoyed.

- ★ Perspective, indoor and outdoor – Grade A+
- ★ Drawing & Sketching – Grade A
- ★ Clay and POP (3D) – Grade A+
- ★ History of Art – Grade B+
- ★ Design 2D – Grade B
- ★ Assignment submission – A+

The second half of the academic session of 2011 – 12 commenced on the 10th of January 2012. Many students from Applied Arts and Fashion Design took the winter break as an opportunity to proceed for their industrial training for a month from December 15, 2011 to January 14, 2012.



In January 2012 the alumni tutors from University of Arts, London – Ms. Rachel Louise Penn & Ms. Egle Vaituleviciute visited the institute for their teaching assignment. The tutors were assigned to help the students of Fashion Design and Textile Design in understanding international context and also to learn the methods of conceptual development of their ideas through the stages of inspiration to the final product. It was a fast paced six-week programme with the visiting tutors from UAL that benefitted our students immensely.



The students of the Painting faculty prepared themselves for a State level exhibition organized by the States' Cultural ministry under the aegis of Lalit Kala Akademi at Lucknow. Works of 18 students were selected for the exhibition. The exhibition at the State's capital, Lucknow, attracted many visitors and was a thrilling experience for the participating artists.



The next land mark event was the Annual Art Exhibition and Fashion Presentation. The submission of the students – comprising assessment of their best works and then the preparation for crafting and display commenced from the third week of January. The students of Painting, Applied Art and Textile Design worked with new vigour and vitality in their studios and workshops to be considered for the Best Display Award at the Annual Function. The Chief Guest to inaugurate the Exhibition was the eminent painter Mr. Anand Dev. He, along with and the Guests of Honour, comprising eminent academic and practicing artists, viewed the Exhibition in detail. They interacted with the students and the teachers, admiring the displayed works. They also discussed with the students how they could achieve greater excellence. The Exhibition was open from 12th April and culminated on the 15th April 2012 with the Fashion Collection presentation by the graduating Fashion students. The Fashion Presentation 2012 was viewed by eminent representatives of the apparel manufacturing and exporting industry, including Ms. Anuradha Tiwari from Ms. Resource International, Mr. Navin Sawhney from Ms. Indus Valley Exports and Mr. Umesh Mehta, a freelance fashion photographer and choreographer. It was an eventful evening for the participants and they received very warm reviews in the press. The period from April to July saw the students busy with their exhaustive schedules of the Annual University Examinations – theory and subject-wise practicals.

