



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



August to December 2011

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

September

September 29th at the prestigious Rietberg Museum Zurich, saw the launch of Arts for India in Switzerland. Given the numbers of galleries, museums and collectors who live in Switzerland, this is a very strong move for Arts for India, believing as we do, that these groups will support our ambition to support the next generation of Indian artists, develop a new international department at IIFA and ultimately develop the first private university of the arts in India with a performing arts centre and world-class museum at its centre.

On a beautiful evening in September, 100 guests attended a presentation on Arts for India and were able to attend a private view of the temporary exhibition "Mysticism: Longing for the Absolute." The Chairman of Arts for India Switzerland, Thorsten Duser of Credit Suisse and Arts for India Ambassador, Sabine Bargmann, both organised the event and it was kindly sponsored by Credit Suisse. www.artsforindia.org/newsletter.htm

As a result of this event Gary Komarin, a leading New York abstract expressionist painter who has exhibited with Basquiat and Guston, has donated a painting to be auctioned with proceeds going to Arts for India. The painting will be auctioned by Sotheby's in London or New York. www.garykomarin.com Proceeds from this will go to support the development of the international department at IIFA – so international students from across the world can study Indian art, fashion, textiles and design whilst enhancing their own creativity and focus.

October

On October 19th ABC Stone hosted an evening, sponsored by Fiorentini & Baker, to highlight the work of several well-established professionals who design in stone and soft-launch Arts for India in the United States. The evening highlighted the work of these artists set against the backdrop of ABC Stone's worldwide collection of material, including onyx, marble, quartzite, limestone and granite. ABC Stone's inventory originates from six continents. Alessandra Fremura, of Fremura Shipping (one of the leading freight forwarders in USA, Europe, and the Asian sub-continent) and an Ambassador for Arts for India, was instrumental in organizing this event. Sponsoring the reception was celebrity-favourite fashion designer Fiorentini & Baker, makers of suave boots and shoes made from high quality leather that bare the distinctive mark of hand-made leather. Their clientele consists of a list of movie stars, political leaders, as well as any savvy socialite fashionistas. The event, titled "The Marble Soul", featured stone art sculptures by Italian artist Oriano Galloni. Oriano Galloni, whose work has been exhibited in galleries and cultural institutions throughout Italy, Germany, South Africa, Great Britain and the U.S. will be one of the featured exhibitors. Selected works were showcased, including the dramatic and beautiful, White Moon -- an awe-inspiring 30-foot-tall monumental sculpture. Galloni will also be displaying his 30 new works for the April 26th fundraising launch of Arts for India. www.stoneworld.com/articles/86760-abc-stone-presents-the-marble-soul

Arts for India has also appointed another ambassador – Christiana, herself an artist who utilizes her European heritage to investigate her personal and cultural displacement creating a passionate desire for intra-personal and community awareness. Christiana uses the female form as the starting point for her artistic journey. She will shortly visit IIFA and work with students on the Adopt-an-Artist and Art to Heart programmes. Between February-April 2011 she gave art lectures and lessons at the Abacus school in Kerala and for many years she has been engaged in philanthropy and supporting good causes across the world. www.colorfulsouls.com

October 19th Arts for India UK Annual Reception

On October 19th, at the Prince's Drawing School (PDS), Kensington Palace, Arts for India UK held its annual reception followed by a fundraising dinner at the Belvedere Restaurant, Holland Park.

On the evening, the former PDS students who had visited and taught at IIFA were present to tell guests about the time they spent at IIFA whilst the next party of alumni students as well as our two University of the Arts London MA students were present and focused on visiting IIFA. The PDS





students left the following week and stayed at the school till December 23rd. On the evening students created a pop-up life drawing exhibition to show the techniques that Arts for India is taking to India, as well as showing works revealing the benefits that they received from spending time at IIFA and how it had impacted their creativity and expression.

At the reception, Arts for India honoured Mark Shand with the Modi Creative India Award. Mark is the founder of Elephant Family: the charity which in 2010 brought the painted Elephant Parade to the capital with proceeds going to support the Asian elephant and its habitat. Elephant Parade is the UK's most successful public art campaign receiving the following awards: Winner of the Most Innovative Fundraising Organisation 2011, Winner of the Best Fundraising Event 2011, Winner of Cultural Attraction Year 2010 and Winner of Best Integrated Fundraising and Campaigning Organisation 2010.



Later in the evening, Arts for India and Elephant Family held a joint fundraising dinner at the Belvedere restaurant Holland Park. Here Arts for India designed painted elephants created by leading designers and artists were auctioned. The designers included Paresh Maity, Jayasri Burman, Sabyasachi Mukherjee, Kalpana Shah, Arpana Caur and Anamika Khanna.



Picture above of baby elephants designed left to right by Jayasri Burman, Kalpana Shah and Arpana Caur.

Also during the evening we announced that Arts for India and Elephant Family are partnering together from 2012 onwards to launch Jungle City NYC in the United States. Jungle City NYC will build upon the success of the London Elephant Parade and the most recent Jungle City Edinburgh campaign and will result in 500 artist designed animals covering New York City. The NYC exhibition will see hundreds of animals including elephants (mother and calves), tigers, crocodiles, orangutans and hornbills fill the city, replicating and scaling-up the impact of Jungle City Edinburgh. Up to a quarter of these animals will be designed by Arts for India supporting artists, similar to those auctioned on October 19th in London. The launch of Arts for India in New York on April 26th 2012 will preview the Jungle City NYC campaign and give individuals and corporates the opportunity to adopt an animal - so supporting their preservation – as well as raising funds for the International Institute of the Fine Arts to become the first private university of the arts in India.



Launch of Arts for India USA – 26th April 2012, New York City

WHERE ART MEETS CONSERVATION IN THE BIG APPLE!

On April 26th at a major New York cultural venue and in partnership with Elephant Family we will be launching Arts for India USA! Combining art and conservation we believe we will capture the imagination and hearts of New Yorkers. On the evening at a blacktie gala dinner we outline our programme for 2012/13 and will bring the work of IIFA students to New York City for the first time. We will also outline the Jungle City NY campaign and how Arts for India will raise funds for its students and international department. Entertainment includes a fashion show designed by Bina Modi and we will present the Dayawati Modi Foundation Award to the leading Hollywood actress, Goldie Hawn, for her contribution to conservation and the arts.

Table sales are well underway. A gold ticket giving a table of ten is \$50,000 whilst a silver ticket giving a table of ten is \$25,000. Please contact Hema Virani for further details: hemavirani@gmail.com

Arts for India is registered in the United States with the Charities Aid Foundation America (CAF America). CAF America is an assured body for charitable fundraising with a 501(C)3 registered status so allowing for tax efficient giving.

Arts for India is also registered in the United Kingdom with the Charity Commission with the registration number 1137824.

Arts for India is delighted to be able to offer further painted elephants for direct purchase. These have been designed by some of India's leading artists and designers and funds raised go direct to IIFA to assist on our five main objectives:

□ To educate underprivileged Indian students via Arts for India's international sponsorship programme – Adopt an Artist – which supports the poorest but most talented potential artists, designers, film-makers and fashion students through their four year courses at IIFA. We wish to expand this programme and increase opportunities for the least advantaged.

□ To expand our Art to Heart programme which promotes peer-peer teaching and applies IIFA students creative skills to support teaching at local primary schools and design campaigns for road safety and children's charities.

□ To support IIFA's educational partnerships (presently there are two - the Prince's Drawing School, the world's leading observational drawing school - President HRH the Prince of Wales and the University of the Arts, London) to work together towards the long term ambition for IIFA – to convert it into the first private university of the arts in India with a new campus that includes a performing arts centre and an internationally recognised museum.

□ As a first step towards this ambition we are working towards establishing an international department at IIFA – supported and designed by the Prince's Drawing School – where students from around the world can spend 3-6 months studying.

□ Through our partnership with the conservation charity Elephant Family we are combining the arts and conservation to profile and platform Arts for India around the world - this partnership will be the centrepiece of our launch in New York.

The following elephants were designed by leading Indian designers and artists who support Arts for India's objectives. This is a final opportunity for art lovers to purchase a valuable work of art as well as supporting Arts for India in its work. Please contact Arts for India UK Director David Hawkins: davidhawkins@artsforindia.org



The Jungle King
By Paresh Maity

Mummy Elephant - £8000

Inspiration

"Relationship is the main concept of my painting, how it interplays in our life - with a very colourful manner, I have depicted in my painting."



Gajanand
By Jayasri Burman

Baby Elephant - £5000

Inspiration

"Love, peace and harmony of life are important to mankind. This is the concept of my painting."



His Majesty
By Arpana Caur

Baby Elephant - £5000

Inspiration

"Elephants, birds, tigers and many species are under threat in the face of growing human population and development. It is necessary to preserve our natural resources for future generations

- when we will be no more. We don't want only plastic and concrete to reign. So my elephant has peacocks on one side, our national bird which I have personally seen disappearing around my own house in the past few years with increasing encroachment on green belts and monuments. Scissors on the other side are the symbol of threat."

Arpana Caur



Akira (meaning graceful strength)
By Anamika Khanna

Mummy Elephant - £8000

Inspiration

"The grandeur of the elephant associated with royalty, the design inspiration has been derived from the banana leaf reinforced with traditional Indian craft. The body, adorned with Victorian jewels.

Akira depicts power, strength and courage of the highest order."

Please remember that shipping cost are additional at around 10% of cost.

IIFA, Modinagar, India.

The academic calendar of IIFA for 2011–2012 commenced on the 2nd of August 2011, with the customary welcome extended to the 81 students who were admitted to the BFA Degree Programme.

The first batch of 11 students, sponsored by philanthropic art lovers, under the Adopt an Artist programme of Arts for India, joined the Institute.

September

Students of the Foundation year and select students of painting of the Fourth year were taken on a guided tour of the National Gallery of Modern Art and to some important and interesting art exhibitions, accompanied by Mrs. Surbhi Modi and the Dean. The students were to draw inspiration from what they had observed during the visit and then compose their creations in the form of painting or installation.



November



The batch of four tutors from Prince's Drawing School, London, arrived on the 2nd of November 2011, for an 8-week teaching residency programme. This group of tutors commenced their educational programme with inspirational demonstration.

On the 14th of November, Ms. Catherine Goodman, Director, Prince's Drawing School and Ms. Olivia Fraser Dalrymple visited the Institute, accompanied by Mrs. Abha Modi, Vice President of the Institute. While Ms. Catherine Goodman discussed the progress of the teaching residency of her alumni tutors, Ms. Olivia Dalrymple gave a lecture to the students on understanding Indian Art

and also delivered a presentation of her paintings composed over the last 15 years on Indian objects and spirituality.

Ms. April Gow, Partner Knighton White, London, U.K. visited IIFA on the 28 Nov. She expressed her admiration of the quality of works of students at the Institute. She also contemplated supporting a deserving female student from an underprivileged background.

On November 28, 2011, eminent Indian artist, Sonia Khurana, visited the Institute, accompanied by Ms. Surbhi Modi.



December

Mr. Rob Lynes, Director, British Council, India, visited the Institute and was impressed by the work of the students and expressed his appreciation of the efforts of the faculty and the students.

Mr. David Hawkins, Director – Arts for India, U.K., launched the 'Art to Heart' tutorial programme, wherein the students of IIFA tutor school children studying in different rural schools in Modinagar. This is a programme with the objective of instilling seeds of creativity in the minds of school children at a very early age and simultaneously, it aims to awaken a sense of social responsibility in the students of IIFA.

