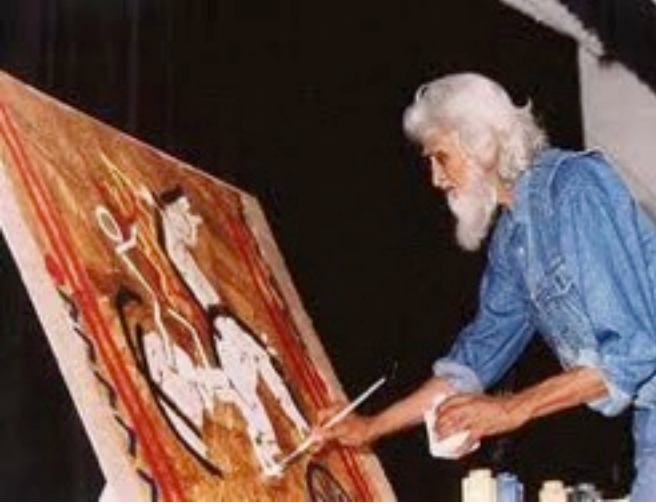




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The Universe of Art

Arts For
India
AFI



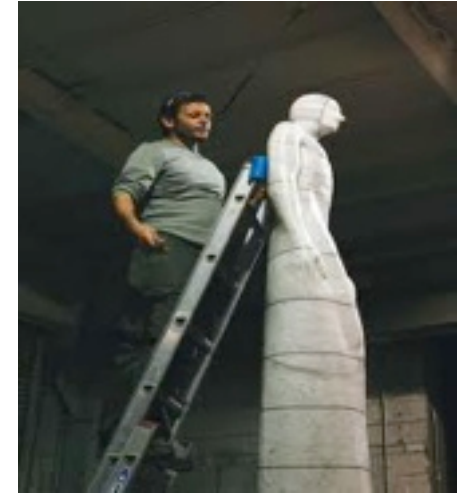
- According to the Citi Private Bank/Knight Frank Report of March 2012 India's economy will be the world's largest by 2050.
- To serve this demand business schools, medical schools, universities and vocational colleges are opening across the country.
- But the creative industries – art, fashion and cinema – remain underserved and inadequately resourced.
- Although art universities exist such as the University of Delhi, the Jawaharlal Nehru Architecture and Fine Arts University, and the Jamia Millia Islamia none offer a fully comprehensive education across the visual and performing arts. To meet the demand for a future generation of creatives, Arts for India has created the Universe of Art vision:

The Universe of Art will be constructed on the outskirts of Modinagar, NCR Delhi – a recognised educational hub with enhanced transport connectivity:



Transport: A new expressway is being built from Delhi to Meerut which allows travel to Modinagar in 20 minutes from the centre of the capital whilst a new light rapid transit network is being constructed.

Education: plays an important role in Modinagar, several schools and colleges have been established in the township, providing education to thousands of students. These include institutions of higher learning in disciplines such as Science, Commerce, Management, Engineering and Technology, Health and Dental Sciences and Art and Design.



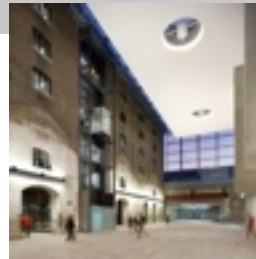
The Centrepiece of Education in Modinagar is the International Institute of Fine Arts (IIFA)

- Established in 2000 by Satish and Abha Modi, the campus is spread across 10 acres
- IIFA educates 375 students – a number of them supported by a scholarship scheme: adopt-an-artist
- IIFA provides a quality education across the arts in BFA, advanced diploma and diplomas in fine art, applied art, computer graphics and animation
- IIFA is partnered with two UK institutions - the Prince's Drawing School and the University of the Arts London – both institutions send teachers and students to work with IIFA to raise educational standards



The University of the Arts London is one of the world's leading centres of excellence in teaching of the creative industries – spread across six sites: Camberwell College of Arts, Central Saint Martins College of Arts and Design, Chelsea College of Art and Design, London College of Communication, Wimbledon College of Art and the London College of Fashion – the UAL combined these colleges under one brand in 1986 and teaches 25,000 students.

- UAL focuses art, design, fashion and media
- Central Saint Martins as one of the six colleges of UAL is considered one the world's leading art and design institutions
- In 2011 Central Saint Martins opened a new campus at Kings Cross in London - this £145 million, 32,000 m² campus houses 5,000 students across all art forms





The Home of the Universe of Art: -Modinagar, NCR, India

Arts for India commissioned the Prince's Foundation for Building Community and Porphyrios Associates to construct the ambitious vision for the Universe of Art project:

- The proposed site – 175 acres in land – near to the existing International Institute of Fine Arts (IIFA) will draw upon the sacred Ganges for its heart.
- River water will curve through the campus in an inverse fibonacci sequence, as the campus moves from the rural to the bucolic then concludes with the metropolis heart which houses the university, the performing arts centre and the museum.





*The centre of the Metropolis zone
of the Universe of Art which features
the university, performing arts centre
and museum rising in a rotunda*





- The 'Universe of Art' is a unique arts campus that will focus on various aspects of art, design, culture and education. This will feature the first fine arts university built to global standards in India, a performing arts centre and an internationally recognised museum.
- The university will have separate colleges, departments and faculties covering various disciplines – Fine Art, Applied Art, Fashion Design, Textile Design, Jewellery Design, Interior Design, Ceramics, Music, Dance, Journalism, Mass Communication, Photography, Animation, Film & Television – as well as state of the art 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 and recreation facilities.
- At its heart will be an internationally recognised arts museum with rotunda rising above the city



TATE

The impact of culture – Tate Bankside:

- Few museums anywhere in the world have had such an immediate success as the new Tate. Its visitor numbers surpassed the original estimate and there can be little doubt that Britain's tourist industry has gained significantly in the period since it opened.
- More importantly, consultants McKinsey estimated that Tate modern generated £100 million's worth of economic activity, creating 3000 full-time jobs. Over half of these effects were enjoyed within the local borough, Southwark.
- So successful has this been that the Tate trustees have committed themselves to the Tate Modern extension which opened in July 2012 in time for the Olympics with 70% of the £215 million development costs raised. Phase 2 is due to open 2016.



When a decaying industrial city in Spain's Basque country decided in the 1990s to spend \$228.3 million on a modern art museum, critics objected to squandering so much public money on something considered so irrelevant and exclusive. But the critics have been proved wrong: the museum attracts an average of 800,000 non-Basque visitors a year (compared to less than 100,000 before GMB opened), possibly a world record for any third- or fourth-tier city. According to GMB's official report in 2004, the initial investment of \$183.8 million was recovered within the first six years of the museum's operation.

The Impact of culture – Guggenheim Bilbao:

Guggenheim Bilbao Key Data

- 311 million Euros in demand generated as a result of the Guggenheim Museum Bilbao's activities
- An additional 274.3 million euros in GDP, 5885 jobs maintained and an additional revenue of 42.2 million euros for the Basque treasuries.
- Visitor attraction: 81.7% of visitors stated that the Guggenheim Museum Bilbao was the city's primary attraction with 83% stated that the Museum was a determining factor in their decision to come to Bilbao.

Universe of Art planners:

- The Prince's Foundation for Building Community teaches and demonstrates sustainable development placing community engagement at the heart of their work.
- The environment within which people live affects the way they live. The Prince's Foundation believes that sustainably planned, built and maintained communities improve the quality of life of everyone who's part of them. They help us to both live better at a local level and start dealing with the broader global challenges of urbanisation and climate change.
- By actively and passionately promoting traditional principles, as well as understanding the importance of building in a more sustainable way, there has been a resurgence in striving for easily achieved improvements in public health, and affordable, livelier and safer streets and communities.
- www.princes-foundation.org



Universe of Art architects:

- Dr. Demetri Porphyrios has an international reputation as an architect, urbanist, teacher and theorist. He is the principal of Porphyrios Associates. He has built in England, Europe, the Middle & Far East and America and he has received many awards for excellence in architecture and urban design. He is the author of many books and has published extensively in periodicals.
- He has a Master of Architecture and Ph.D. from Princeton University. He holds an Honorary Doctorate from the University of Notre Dame and he has been Thomas Jefferson Professor at the University of Virginia. He has taught at the Royal College of Art and has been visiting Davenport and Kahn Professor at Yale University.
- Dr. Porphyrios is the recipient of the prestigious Driehaus Award for excellence in architecture. He is Trustee of the Saint Catherine Foundation, Archon of the Ecumenical Patriarchate, Member of Europa Nostra and Member of the Society of Architectural Historians. He has been an appointed Member of CABE Design Review Committee a statutory body sponsored by the Department of Culture and Media, from the Office of the Deputy Prime Minister of Great Britain.
- www.porphyrios.com



Universe of Art Development Plan

Estimated total: US \$200 million

Stage 1: land purchase

Estimated Total: US \$10 million

