

## India Art Festival: Presenting three editions at New Delhi, Bengaluru and Mumbai in the next season 2022-23

After hosting three successful IAF editions within a span of 50 days at New Delhi, Bengaluru and Mumbai in April-May 2022, India Art Festival is all set to present its 7<sup>th</sup> Edition in New Delhi from 13-16 Oct 2022 at Constitution Club of India, 2<sup>nd</sup> Bengaluru edition at Palace Ground from 08 to 11 Dec 2022 and 11<sup>th</sup> Mumbai edition at Nehru Centre from 19 to 22 Jan 2023. It has been a very tough journey for art fraternity during the covid pandemic, as showcasing art and inviting large gatherings were restricted. We saw a boom of online art shows, art festivals – 2Ds, 3Ds in all formats during the pandemic and came to a hard-earned conclusion that nothing can replace physical exhibitions at venues where artists, gallerists, art enthusiasts, art writers and art buyers come together and interact under one roof. The art market spaces provided by annual art fairs across the world are proved to be a reliable source to acquire art and contribute a considerable part of annual art and antique market turnover.

Though art galleries too are one of the prime art market constituents, the art festivals have helped bring art to the public arena, at easily accessible spaces to one and all. The thousands of artworks available in the art festival along with ready statistics of comparative prices and an opportunity for firsthand interaction with the artists & art writers under one roof made art fairs popular with art buyers surpassing the conventional sale figures in art galleries. Today's art buyers are highly busy 'working class' who look for saving time required to explore various art spaces scattered around the city! Not only major art galleries, but even mid-level to smaller galleries prefer today to operate from office spaces and achieve their annual sale target through participation in the domestic and international art fairs.

Having said above, no wonder then that the most awaited annual 'celebration of contemporary art' - India Art Festival, known for its 'democratic representation of art' hosted three annual editions at Mumbai, New Delhi, and Bengaluru within a span of two months this year in April-May 2022!! This growth and expansion of India Art Festival from a single annual edition in 2010-11 to three yearly editions in three major metro cities in the last twelve years show the growing interest in Indian art. Rajendra, art festival director says 'the entry of nouveau rich 'super busy working class' of art buyers on the art market horizon not only helped sustain the art festival in the difficult times but injected phenomenal growth in scale, quality and number of art festival editions annually'.

The India Art Festival (IAF), a contemporary art fair aims to be an art platform for all levels of artists, rural or urban, is now in its tenth edition at Mumbai. The dual-module pattern that the Art Festival has adhered to over the years - the Galleries and the Artists Pavilion has proven successful in the bygone editions. This year too, about 75 galleries and over 1000 artists are expected to participate from all over India and other cities from out of India in all three editions of India Art Festival.

The Constitution Club of India at a prime location on Rafi Marg will have 110 stalls for artists and galleries in the art festival to be hosted from 13-16 Oct 2022 whereas Palace ground, Bengaluru will also have 100 booths in the art festival at the garden city from 08 to 11 Dec 2022.

At IAF, Mumbai (19-22 Jan 2023), the ground floor of discovery of India building in Nehru Centre houses over 50 booths occupied by art galleries representing their fresh talented artists whereas 100 booths on the second floor are occupied by art galleries as well as independent artists.

Visitors to the art festival appreciate warm welcome extended to them by the galleries and artists who always seem to be passionate about display and presentation and do every efforts to convince visiting art buyers on why their booths are worth spending time and artworks best suited to be added in every collections.

By returning every year, with a range of artists and their works, India Art Festival aims to create a stable platform for all kinds of art to fulfill passion investment need of art buyers and lovers in the metro cities Mumbai, Delhi and Bengaluru.

#### Artists Pavilion:

The aim of India Art Festival - Artists' Pavilion is to provide booths to independent artists since the beginning is to create a dialogue between the viewers and the art maker, the artist and introduce some kind of democratic order in the art fair circuit. This works on a multiple level of engagement as it is necessary for the viewer to know the art practiced as it is needed for the artist to develop perspectives beyond their own lens of understanding, which the viewers provide. The Artists' Pavilion also encourages dialogue between the art market and the artists directly; here the sale and purchase of the artwork is on an open platform and the buyer or collector can approach an artist and the choices are numerous. This kind of freedom is rarely possible as both the artists and the buyers benefit from this arrangement.

The Artists' Pavilion displays many unknown talents every year who bring out their expressions in the form of paintings and sculptures to entice the ever-changing palette of the art connoisseurs. The landscapes, abstracts, religious and spiritual paintings, and exquisite figurative works are seen in the artists pavilion every year. When one is awarded with such an eclectic platter of art works, it is only natural that the viewers are offered artworks of every possible style and medium.

There is no instant fix in art-world, like one day artist is unknown and the next day s/he is on her/his way to fame. Becoming successful and established as an artist happens gradually over a period of time and is based on a consistent and successful track record of shows, accomplishments and sales. What India Art Festival does through artists pavilion here is 'offer a platform with quality footfalls of art lovers and buyers' which is nothing more than one step in a long and arduous process of artist's journey!