



Press Release

Kolkata Centre for Creativity presents Artist to Entrepreneur: 2.0 with Jayachandran Palazhy

- A series of live conversation on digital platform with artists who ventured into entrepreneurship in order to support art practices—

Kolkata, 4 February 2021: Kolkata Centre for Creativity (KCC) is coming up with its 2nd edition of Artists to Entrepreneur talk series with Jayachandran Palazhy, Founder and Artistic Director of Attakkalari Centre for Movement Arts, Bengaluru and an internationally renowned dancer cum choreographer representing the contemporary Indian movement arts scene.

The session is scheduled to be held on 9th February, 2021 from 7-8 pm. Conceptualized for artists, performers and anyone interested in art practice, this session will be held on zoom and registration can be done through the KCC website www.kolkatacentreforcreativity.org

KCC's 'Artist to Entrepreneur' talk series, is a series of live conversation on digital platform with artists from all around the world who are creating their own economic venture out of art practice. They ventured into entrepreneurship to support their own practices and in the process created opportunities, organizations, Institutions and festivals in contemporary time. This program is an attempt to understand, share and inspire the dynamics of the entrepreneurial journeys by many such artists and how they plan to respond to the post pandemic situations, with the interested and aspiring crowd.

With the rise of neoliberalist economy over the last few decades, the relationship between the creators and financial means of their art practice has been changed rapidly world-wide. The convention of state of personal patronage for art's survival has been started finding parallels of art practitioners choosing to create their own economic structure. While making it a means to support their own art practice they also created opportunities for many others across disciplines. Their own unique art creations, each of such entrepreneurs' path have been different from the other, forging new avenues of looking at the discourse and its impact in the economy of art.

As a multidisciplinary art and cultural centre, Kolkata Centre for Creativity (KCC) takes great interest in such new developments in Art business to discuss, inform and understand the productive process and methods of economic practices coming out from such entrepreneurial endeavours by Art practitioners.

Jayachandran Palazhy is a change maker and a visionary leader whose work has impacted the development of contemporary dance in India in many positive ways. He is an internationally sought after dancer, choreographer, teacher and the Artistic Director of 'Attakkalari Centre for Movement Arts', Bengaluru. Trained in India in Bharatanatyam, Kathakali, Indian folk dance forms and Kalarippayattu (martial art), and in the UK, in Contemporary dance at the London Contemporary Dance School, Jayachandran Palazhy has also studied Ballet, Tai Chi, Capoeira and African Dance. A



gifted and innovative choreographer, Jayachandran's collaborations with international artists whose works involve digital arts and interactive technology have resulted in some very exciting multimedia dance productions of a unique genre that have received widespread critical acclaim, touring extensively within India and internationally. His works include City Maps, Beyond the Walls for Men, Scanned V, TransAvatar, Purushartha, Chronotopia, MeiDhwani, AadhaaraChakra – a Dancelogue and Bhinna Vinyasa.

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 its 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
