

Press Release

Kolkata, 21 November 2018

Emami Art, Kolkata Centre for Creativity Opens with '*School*', an exhibition of work by the Late Indian Modernist Dashrath Patel



Emami Art, one of Kolkata's largest art spaces, opened its doors at the Kolkata Centre for Creativity (KCC), a multi-disciplinary interactive arts centre. The new Centre, spread across around 70,000 sq. ft. that was also unveiled on the day, will champion the cultural landscape of contemporary India. Emami Art will dominate the Centre as the premier gallery space spread across 10,000 sq. ft. Emami Group Director, Richa Agarwal will lead Emami Art as its Chief Executive Officer.

The Centre is designed by the renowned architect and the 'Indian Modern Crusader', Mr Pinakin Patel who, as the Creative Director of KCC will play a leading role in developing the space as an important centre for art and creativity.

Emami Art, which occupies the ground floor of the centre and is the landmark destination of KCC, unveiled with ***School***, Eastern India's first-ever solo exhibition of celebrated Indian modernist, the late Dashrath Patel. Curated by Pinakin Patel, the exhibition will feature his line drawings, ceramics, collages and photography from 1930s – 2000s. Dashrath Patel, a contemporary of modern masters such as Tyeb Mehta, M.F. Husain, S.H. Raza, and V.S. Gaitonde, collaborated with several well-known international figures, including legendary photographer Henri Cartier-Bresson, architects Louise Kahn and Frei Otto, and the engraver William Hayter.

Dashrath Patel became the first Director of Design & Education at India's leading art and design school, the Ahmedabad-based National Institute of Design. He was awarded the **Padma Shri**, one of India's highest civilian awards in 1981, followed by the **Padma Bhushan**, also given by the Government of India, posthumously in 2011. The inaugural exhibition, ***School***, will be held till 6th January, 2019.



Emami Art also showcased the installation, *“Disobedience”*, by international artist Nassia Inglessis, a Design Engineer who operates out of London and Athens. After receiving rave reviews at the recently-held London Design Biennale-2018, this kinetic installation, which is a 17-metre-long wall, constructed from a steel spring skeleton built up with recycled plastic, morphs around the bodies of visitors passing through it and challenges the very static understanding of architecture. Emami Art is privileged to present this internationally-acclaimed artwork for the first time in India.

Addressing the media at the inaugural Press Conference, **Pinakin Patel, Creative Director of KCC**, said, “We hope that the creative community moves inward from its safe stay on the peripheries of life to the very core of life. That instead of merely adding surplus products on earth, it rallies forth to save planet earth.”

Besides Emami Art, KCC features an ***Exhibition Space***, that showcases art, craft, antiquity and product design by a range of artists and artisans. It also invites visitors to comment on contemporary culture through interactive screens. Elsewhere in the centre, audiences and the creative community can access a ***Conservation Studio, Skill Development Maker Section*** including artist studios and separate ***Libraries*** for books and materials.

The Centre also introduces ***Grace***, a restaurant which highlights vegetarianism as an ecological need of consuming the lowest form of life, a ***gift shop*** and ***an upcoming Children’s Creativity Corner*** (Imagination Area) that will offer a state-of-the-art installation ideated by Devdutt Pattanaik and designed by Amruta Patil, depicting Indian mythology.

Speaking at the press conference, **Richa Agarwal, Executive Director of KCC & CEO of Emami Art** said, “We are extremely proud to formally open Emami Art at the Kolkata Centre for Creativity today. It is a dream project built with a lot of love and passion and we hope that it will become a creative destination for everyone - - artists, designers, craftsmen, collectors, teachers, critics, curators, students and the general public.

She further added, “As one of the finest galleries for contemporary art, Emami Art will hold four exhibitions in a year and we could not think of the works of a better artist to showcase at the inaugural exhibition other than Late Dashrath Patel, an artist who, like the Centre, explored a range of disciplines and found the common creative thread between all the work he produced.”

The Press Conference was also attended by **Rajeev Sethi**, noted Indian designer, scenographer and art curator, **Devdutt Pattanaik**, noted Indian author known for his fictional works in the field of Indian mythology and **Nassia Inglessis**.



The Centre is a result of the visionary patronage of R.S. Agarwal and R.S. Goenka, Founders & Joint Chairman of Emami Group of Companies, headquartered in Kolkata, India. It offers free entry and will be open between 11am to 6pm from Tuesday to Sunday. KCC will be closed on Mondays.

For further information, please contact

Emami Art|KCC

Mahasweta Sen, Head &AVP, Corp Comm

Mahasweta.sen@emamigroup.com

+ 91 9836292392

Pritha Roy Chakrabarti, Asst. Manager, Corp Comm

Prithar.c@emamigroup.com

+ 91 99039947

Notes to Editors

Richa Agarwal, Executive Director, KCC and CEO, Emami Art

Motivated by her prolific father-in-law R. S. Agarwal & his business partner, R S Goenka's passion for art, Richa Agarwal is keen to preserve the artistic legacy and heritage of Bengal, whilst embracing its modern and contemporary avatar. A commerce graduate, from Coimbatore, Richa's innate sense of business and her experience with the family's businesses made her initiation into the business of arts smoother. Richa's vision for Emami Art and Kolkata Center for Creativity is dominated by a concern for young Indian artists. She is deeply engaged in the advancement of art appreciation. This commitment to the cause of visual art has made her embark on a project that is playfully blurring the line between art and commerce. Emami Art and Kolkata Centre for Creativity will, she aspires, propel Kolkata as a hub of contemporary art. Wife, mother, daughter-in-law, home-maker and business woman, Richa Agarwal juggles several roles with effortless panache.

Pinakin Patel

With a legacy of over four decades, Pinakin Patel has explored the depths of arts and culture in this country in multiple forms. His thorough understanding of Indian heritage, free-spirited creativity, and modern sensibilities are signature to his style, showcased in his work as an architect, a designer, a curator and an artist. One bench designed by him, auctioned for the highest amount in the Swiss Consulate's fundraiser conducted by Christie's. At the invitation of The National Gallery of Modern Art, Pinakin created a month-long exhibition titled "The Innate and the Informed" where he brought in street vendors separated from their taken for granted environment and set them apart as installation art as well as serious product design. The show revealed his uncanny understanding of contemporary Indian culture. In the meantime, Pinakin started giving more of his time to community related projects including the designing of Mumbai's Museum Art Gallery and the Karl Khandalawala Wing at the Prince of Wales Museum. Through Paramparik Karigar, he designed merchandise with actual craft persons to provide rural employment through direct business from urban design stores. When not working on the multiple creative ventures that he is a part of, he is found learning Hindustani classical music and reading Indian philosophy. He hopes to achieve a Centre for creative people from various disciplines that will highlight the inherent strengths of Indian culture suitable for adaptation into a thoroughly contemporary global perspective.



Emami Art, Kolkata Centre for Creativity

A destination for Modern & cutting- edge Contemporary Art, Emami Art is a one of its kind art space built in keeping with international standards. Positioned as a key destination for artists, visitors and art collectors, the gallery aligns with the Emami Group's mission to support artists & artisans and contribute to society's wellbeing. A regular program of curated exhibitions, includes the works of new talents and eminent masters of regional, national and international repute, that supports the promoters' ideology that while the popular contributes to the academic, the academic uplifts the popular. Spearheaded by Richa Agarwal, Emami Art's new 10,000 sq.ft. art space is located in the Kolkata Centre for Creativity (KCC), a state-of-the-art multi-disciplinary interactive art centre, off Eastern Metropolitan Bypass, Kolkata, India.

KCC has been designed by the celebrated architect Pinakin Patel, who is also the Creative Director of the Centre. Emami Art is the main Arts Space in KCC.

Richa Agarwal, Director, Emami Group of Companies will be spearheading the project as the Executive Director. Richa is also the CEO of Emami Art.