

THE FOUNDATION POST

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SHIV NADAR FOUNDATION

BUILDING INCLUSIVENESS

IN

ART

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LETTER FROM THE EDITORIAL DESK

Art and culture add value to our lives – be it music, movies, theatre, dance or books. And we live in a country replete with diverse artistic traditions, hailing from a rich and long cultural history. Yet how many of us find ourselves engaging with these art forms on a regular basis?

Most of us treat art as something arcane, difficult to absorb and understand, making us feel disconnected from it despite the fact that there is a natural drive within each of us towards artistic expression. Some of us write, others design; some like to decorate their houses, others their bodies. Art is a part of our everyday lives – not something arcane or disconnected. But something personal, something we connect with in our own individual ways.

If this personal connection can be brought alive for more people, art could become an integral part of our daily lives. This is the ideology that private players are bringing to the art sector. The outlook is to make art more accessible and approachable to more people; to build inclusiveness and effectively bridge the gap between arts and the layman.

This is not just about knowledge and study of artistic works, but engaging and interacting with art just as one might engage with their favourite genres of television; or indulge in their favourite cuisines. Thus, one needs similar exposure and platforms to discover art, and people to discuss these arts with.

In their unique ways, from interactive exhibits to online forums, private players are helping build this culture. In this issue, we explore the trends that are shaping this wave of art democratisation and what the future holds.



Cane garments,
Shakuntala Kulkarni | KNMA

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A PRIVATE EYE FOR ART

TIME UNFOLDED
AN EXHIBITION OF MODERN AND CONTEMPORARY ART



Time Unfolded (2011) | KNMA

The role of private players in bringing art to more people

Appreciation of art, as with anything else in life, comes with the right kind of exposure. Experiencing different forms of art, exploring their cultural and historical context, seeing a glimpse of the artist and their point of view – all of these are ways for us to interact with art. But such encounters can only take place when we have access to the arts thrown open to the wider public. Just as various genres of cinema, sports, or music are available for people to discover, enjoy, and appreciate.

The entire purview of private museums and art initiatives is such that it brings artistic work to lay people in interesting and creative ways. For example, through interventions that get people interacting with and studying the artworks, such as thematic exhibits, guided tours, children's workshops, interactive displays, and mobile exhibitions, amongst others. These are geared to make art more approachable, bringing alive a richer understanding of the context, purpose and nuances of the artwork, which might otherwise go unnoticed by the layman.

The very selection of art on display in private museums and exhibits is driven by the passion and sensitivities of individual collectors and curators. Unlike public museums, private players focus on specific styles, regions, and periods. Hence, their collections offer a window into arts and artists that may not have found patronage otherwise. Consider the Heritage Transport Museum situated near Gurgaon, for example. The museum offers a glimpse into the history of transport in India, and began when vintage car collector Tarun Thakral decided to make his collection public.

These diverse views and approaches also make art collectors and private museums a rich ground for artistic discourse and ideological exchange. When this community gets together, ideas are exchanged, knowledge is built and the culture of art collection and patronage is encouraged. The Salsali Private Museum in Dubai has done this successfully by creating a dedicated space for collectors to come together.

There is no doubt that private art museums and initiatives are important to provide the necessary impetus for the art sector. But let's not lose sight that the public sector still has a crucial role to play. After all, government policies, funding, and promotion are necessary to create the right environment for the rest to come together.

In China, for example, art is one of the government's top priorities to build cultural equity for the country. Hence, public funding and outreach programs are helping promote art for the masses. Government-run museums and festivals offer further impetus for people to engage with the arts.

Our country needs such a melting point of viewpoints and approaches to support the art sector. Imagine the diversity of talent in a country of 1 billion people who speak over 100 languages and hail from thousands of different ethnic groups. No single institute or individual can possibly gauge these manifold nuances.

Private players bring the much-needed diversity to tap into this multiplicity, while making the art and artists more relevant to common people. So that 'going to a museum' is just as easy and attractive as going to the movies or enjoying an evening of your favourite music.

INTERVIEW

ROOBINA KARODE, DIRECTOR
KIRAN NADAR MUSEUM OF ART

SPEAKS ABOUT WHAT IT WOULD TAKE TO BRING ART TO THE MASSES
IN INDIA AND THE ROLE OF PRIVATE PLAYERS

1. Please tell us how private museums, philanthropists and private art collections are contributing towards promotion of art in India?

Sustenance and growth of the art eco-system requires continuous public visibility and access to Indian art in the best way. Private museums like the Kiran Nadar Museum of Art and many art foundations and private initiatives are working to increase the visibility of art in the public sphere by sharing and opening their art collections to the larger public and organizing outreach programs.

Many are also supporting young artists and funding artists' works in internationally acclaimed forums, biennales, and exhibitions to bring focus and recognition to Indian art and artists, both in the country and abroad.

2. What role do they play in bringing art to the masses and what role do you think they should play going forward? How are they encouraging art appreciation amongst people?

Alongside bringing visibility and easy access to art, one of the primary roles of private art institutions is to facilitate appreciation of various forms of art, usually through guided tours of the exhibitions or discussions and art courses for general audience.

Our aim is to bridge the gap between the artist and the viewer by presenting it in a meaningful way, such as via thematic groupings or retrospective showcases of artists' journeys. KNMA also has free entry. All these efforts provide opportunities for people to interact and comprehend the nuances of modern and contemporary art, which can otherwise seem obscure and abstract.

“Art is a humanising factor and it needs to be brought into people's lives”



INTERVIEW

ROOBINA KARODE, DIRECTOR
KIRAN NADAR MUSEUM OF ART

3. At KNMA, which is itself built on the same idea of connecting the art with the masses, how do you take this ideology forward?

Museum-going culture is yet to fully develop in India despite the fact that we have one of the oldest culture and civilizational history. Our cultural diversity and assimilation of multiple sub-cultures has enriched all forms of arts and artistic expression, be it visual arts, music or performance.

But the cultural impact of colonial rule was deep and destructive, leading to a disconnect between the existing arts and people. KNMA is working with a consciousness that this must change, for art is a humanising factor and it needs to be brought into people's lives, starting right at the grass root level.

We are successfully running outreach programs for children in collaboration with schools across Delhi, Noida and Gurgaon, and organizing art teachers' training programs and consortiums for dialogues. To engage meaningfully and develop a sustained dialogue with the neighbourhoods around the museum, we have initiated unique community art projects and programs with artists that make KNMA relevant to local people. We are also planning small mobile exhibitions that will travel with original artworks.

4. What do you see as the key trends for the future?

Museums are extremely relevant institutions and hold the key to our understanding of past, present and future. The ideas of rejuvenation and entertainment have to be expanded to include museum as a space for relaxation and enjoyment. Our collective approach to museums will definitely change in the near future, and KNMA will play an important role in bringing that change.



Bottled, Gigi Scaria | KNMA



Roshni Nadar Malhotra Felicitated as One of India's Most Powerful Women in Business

Roshni Nadar Malhotra, Trustee, Shiv Nadar Foundation and CEO, HCL Corporation was felicitated by Business Today as one of India's Most Powerful Women in Business. This annual award features the most powerful women in business. This year besides Roshni, the award felicitated luminaries like Nita Ambani, Pallavi Shroff, Tanya Dubash, Arundhati Bhattacharya, and Vanitha Narayanan, amongst others.

VidyaGyan Continues to Shine

VidyaGyan has once again been recognized for its quality of education and facilities, ranking 2nd in UP and 27th in India under the best co-educational boarding school category in a survey conducted by Education World.

Substantiating this are the students of the first graduating batch of VidyaGyan who have received admissions in some of the best universities in India and abroad. More than 50 students got admissions in reputed colleges of Delhi University, such as Hindu and Lady Sri Ram.

Four students got admissions at the revered NIT's, seven at SSN and one at Shiv Nadar University to study engineering. Some opted for courses like Fashion Technology and Fine Arts, securing admissions in NIFT and Delhi College of Art. This batch also saw a VidyaGyan student securing admission at the University of Massachusetts, Amherst, USA.



Shiv Nadar School Holds Model United Nations and Hosts NASA Astronauts for Mission Discovery

The first MUN Conference took place at the Gurgaon School from 9th to 11th August, and at the Noida School from 12th to 14th August, 2016. Conducted in partnership with Alma College (Michigan, US), this simulation of the UN committees was a holistic learning experience for the students. The conference helps students develop skills such as public speaking, lobbying, debating and resolution writing as well as awareness on global affairs.



The conference received a motivating message from Mr. Ban Ki Moon, the Secretary General of the UN, himself!

Shiv Nadar School also hosted 'Mission Discovery'. It aimed at giving an opportunity to the students to work directly with astronauts, astronaut trainers, rocket scientists and NASA leaders. This was the first time the event took place in Asia. Shiv Nadar School was honoured to host Astronaut Steven Ray Swanson, Sarah Murray & Julie Keeble from NASA and Chris Barber and Ross Barber from ISSET.

SNAPSHOTS

SSN sets up incubation & innovation centres and 4 post graduate courses get the highest NBA accreditation

In September, SSN College of Engineering announced the setting up of an SSN Incubation Centre and the SSN Innovation Centre at its campus in Chennai. Prof Dr. V.G. Idichandy, formerly Deputy Director of IIT Madras, has been appointed as the Chief Mentor for the two centres. Mr. Shiv Nadar, Founder and Chairman of Shiv Nadar Foundation, was present on the occasion to inaugurate the centres. The SSN Incubation Centre is a part of 100 such centres, and one of the first few in a private institution, being supported by the Ministry of Micro, Small and Medium Enterprises (M/o MSME) to promote emerging technological and knowledge-based innovative ventures.

Furthermore, 4 programs under the SSNs' Post Graduate courses, namely Power Electronic & Drives, Applied Electronic, Communication Systems and Comp Science & Engineering, have been accredited by the National Board of Accreditation (NBA) with the highest grade of 5 years. Another milestone in our journey towards an equitable future and a transformed nation.



Shiv Nadar University Welcomes New Batch of Students

Shiv Nadar University welcomed the incoming Class of 2020 to the campus on 20th July 2016. Excitement, nervousness, elation, anticipation, all were on display as the students familiarized themselves with the place that will be their home for the next four years. The University conducted a three-day long induction program for students of B.Tech. and B.Sc. (Research) to acquaint them with the academic path ahead.





SHIV NADAR FOUNDATION

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