



## Religare Arts Initiative announces the launch of 'Religare Arts.i Store' And, a unique display of creative light installations

**New Delhi, January 14, 2009:** Religare Arts Initiative has launched the 'Religare Arts.i Store' on 17 January 09.

The Religare Arts.i store promises to showcase the most diverse range of products by established as well as emerging designers. As part of the launch, a 9-day design festival '**BAZAART**' has been organized at the Religare Arts.i gallery. This flea market styled exhibition will feature utilitarian art products for display and sale, showcasing works of designers and NGO/Craftsmen namely - Namoo, Meena Vohra, Francis Joseph, Mukul Goyal, Madan Lal, Happily Unmarried, Radhika Anand, Vinita Chand, Play Clan, Klove, Zen Space, Mixed Juice, Cimmaron Singh, Global Glory and Art For Prabhat.

The Religare Arts.i store aims to be a niche destination for creative, original, quality products and lifestyle accessories. Located within the Religare Arts.i Gallery, we hope to tap into the vast but scattered design abilities of talented people who are passionate about their creations and to bring this passion together into one space allowing the visitor the ability to view and acquire products which exemplify a contemporary quality driven design statement.

The endeavor is to create a micro hub of art and design related interaction, of every perceivable kind – a cauldron of artistic activity that mixes a heady brew of innovation and creates a magical experience for all who partake of it.

The Religare Arts.i store provides a common platform for artists, art lovers and industry associates to view, sell and acquire contemporary and quality driven art/lifestyle products and accessories. The art store will bring together a range of stakeholders supporting the business and development of art in India to showcase and acquire numerous forms of art including light installations, pottery, jewellery and home décor accessories, postcards, t-shirts, etc and bring them to the public at large.

### **Highlights of event:**

The event was inaugurated by Ms Anjolie Ela Menon

- **BAZAART** – started 17<sup>th</sup> January, 5:00pm onwards at the Religare Arts.i gallery. And then from 18<sup>th</sup> -25<sup>th</sup> January 2009 at the gallery's regular time - 10am to 11pm
- **HALO - Light Installations** – Designer Vibhor Sogani has displayed an exclusive range of creative light installations
- **Inauguration of the Tribute Wall** – In a show of solidarity and a positive reaction to the Mumbai terror attacks of 26/11, three French graffiti artists - Dezer, Migwel and Keflione – expressed their view on a wall at the Religare Arts.i gallery in New Delhi. The graffiti artwork is painted not grim but in pastel colours of hope. The names of the victims are written over the letters that spell India, with the Taj hotel in a peaceful blue and fists in pink which is symbolic of the spirit of survival.



## Religare Arts Initiative

Today's complex market structures have spun art out of the cocoon of mere aestheticism into a more rooted role as a recognized financial asset, a derivative with immense powers of wealth generation, equal to those of any brick and mortar industry. Given this base, it is now for the greater public-driven organizations concerned with the well being of art, to ensure that all the diverse dimensions of art are nurtured and given the right exposure, so that art permeates more completely into the societal fabric and enriches a wider consciousness.

With this vision in mind Religare Enterprises Limited launched Religare Arts Initiative Limited (RAI), a wholly owned subsidiary. So, while most galleries, auction houses and art funds operate art businesses, Religare Art Initiative will conversely leverage **business for art**.

Religare Arts Initiative is committed to the business of arts, the arts as an alternate investment option and is a corporate champion for the cause of Art. The gallery is the first physical manifestation of this initiative.

To nurture talent, RAI will establish world-class gallery space(s) for shows and exhibitions of works of artists across the board. These gallery spaces shall double-up as venues for seminars, symposia, workshops and other interactions on art issues. Art – Artist - public interactions in these spaces will be documented to improve public consciousness. The first is being launched in New Delhi.

## Religare Arts.i Gallery

Religare Arts Initiative is committed to creating a 360-degree platform for the Arts. As a sequel to this commitment we shall provide a platform for artists of all ages, genres and statures. The gallery is created as a platform that will help in promoting young artists as well as the art market in India.

Spread over an expanse of nearly 12,000 sq ft. and housed in the iconic heart of the city of New Delhi - Connaught Place, the art hub seamlessly integrates two Galleries, a Cafeteria, a curio Store, a Resource Center and ancillary transitional spaces that can double up to accommodate seminars, symposia, workshops and other art activities. Religare Arts.i also aspires to create and rejuvenate a space that enables art- artist-public interactions through a multiplicity of experiences and activities and bring out into the public realm.

***For more information, please contact:***

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