



Religare Arts Initiative Presents “Holy Now”

A Group Show

10th May, 2010 to 15th May, 2010

London, May , 2010: Religare Arts Initiative presents ‘Holy Now’ from 10th May ’10 to 15th May ’10 in London, which brings together works by 18 Indian artists whose work engages with the emergent realities of India within a multilayered historicity. Each work in this show holds the promise of becoming a defining marker of what we today view as the Indian contemporary art movement.

This is Religare Arts Initiative’s first show in the city of London.

They say India exists in many centuries. Always has and perhaps always will. A land of contrasting histories, divergent social hierarchies, convergent cultural moorings. A confluence of polarities in a constant state of flux. Some call it a salad, some call it a curry. We know the borders but where is its centre? Can it be located in time and space? Does it oscillate within the weaves and waft of its diversity of cultures, histories, religions? Or perhaps, does it exist only in thought and spirit. Whose thought and whose spirit?

Some call it a nation, some view it as a notion. A figment of many realities, a construct of many perceptions. Perhaps...just a glorified deception. An enigma that has lent fodder to both the critic and the bard...it is now projecting its voice through the resurgence of contemporary art. While the snake continues to be charmed...by perceptions frozen in time, India perhaps has moved on...to another canvas in good old home town. Let the story unfold from the inside, looking out.... there is a new light shining on the jewel in the crown.

For years it has been called the land of the holy cow. The artists now make us ponder... what is truly holy now. The artists on display are Anant Mishra, Arijoy Bhattacharya, Baba Anand, Daina Mohapatra, Farhad Hussain, Gagan Deep Singh, Jenson Anto, Julius Macwan, Jyoti Ranjan Jena, Meghansh Thapa, Mukesh Sharma, Pradosh Swain, Preeti Varma, Rajesh Patil, Sanjay Bhattacharya, Seema Kohli, Sidharth and Viren Tanwar.

About 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 completely into the societal fabric and enriches a wider consciousness.

Religare Enterprises Limited (“REL”) launched Religare Arts Initiative Limited (“**Religare Arts.i**”), a wholly owned subsidiary in 2007. While most galleries, auction houses and art funds operate art businesses, Religare Arts.i will conversely leverage the business for art.



Religare Arts.i is committed to the business of arts and promoting art as an alternate investment option. The gallery is the first physical manifestation of this initiative.

To nurture talent, Religare Arts.i proposes to establish 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 has been launched in New Delhi.

About Religare Arts.i Gallery, New Delhi

Religare Arts.i is committed to creating holistic arts initiative. In furtherance of this commitment, we shall provide a platform for artists of all ages, genres and statures. The gallery in New Delhi has been 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 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.

Some of the exhibitions that have taken place at the gallery since its opening in October 2008 are: Outer Circle, 16 contemporary and emerging artists; Phaneng: A Journey into Personal Engagement, 12 large scale black and white portrait photographs – Samar Jodha; Tribute Wall - three French graffiti artists - Dezer, Migwel and Keflione; Zip Files (group show, Edited By Ranjit Hoskote), Connaught Place-The Whynot Place, a day residency culminating into an exhibition of 24 artists etc.

For more information, please log on to www.religarearts.com

“Religare Enterprises Limited proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make a rights issue of its equity shares to its existing shareholders and has filed a draft letter of offer (“DLOF”) with the Securities and Exchange Board of India (“SEBI”). The DLOF is available on the website of SEBI at www.sebi.gov.in as well as on the websites of the lead manager at www.enam.com. Investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the section titled “Risk Factors” of the DLOF.”

For any further media queries kindly contact:

For Religare

Media Relations

T: +91-11-3912-6160 / +91-11-3912-6141

Email: mediarelations@religare.in

F: +91-11-3912-6050

For Quotient

Bharat Singh Atwal/ Pritha Sharma

Partner/Senior Manager

Cell: (+91) 98737 – 81035/ 98118 - 56525

Landline: (+91) 11- 49502026

Fax: (+91) 124 - 4377616

Email: bharat@quotientonline.com /

pritha@quotientonline.com

Email: bharatatwal@gmail.com