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## INDIA ART FAIR 2016 CONSOLIDATES POSITION AS PRE-EMINENT PLATFORM FOR SOUTH ASIAN CONTEMPORARY ART

India Art Fair will take place from 29 - 31 January 2016 (with a VIP Preview by invitation on 28 January), NSIC Grounds Okhla, New Delhi. BMW is the Presenting Partner of the 2016 edition.

**New Delhi:** Since its launch in 2008, India Art Fair has established and consolidated its position as South Asia's leading platform for modern and contemporary art. Engaging with the arts in the region at every level of the market, the fair has become the bedrock of a booming cultural community. India Art Fair is building on these foundations through a number of new initiatives and developments including the addition of **BMW as Presenting Partners**, and the appointment of **Zain Masud as International Director**. Zain has been instrumental in applying a refreshed curatorial approach to the gallery programming, Speakers' Forum, the programme of regional engagement and the overall programming of the fair. The fair will present new international participants along with a selection of the best artistic practices from the subcontinent, emphasising diversity and quality across chronologies and media.

Acknowledging the fair's strategic importance in the development of the South Asian arts, this year there will be a significant presence from **Nepal, Bangladesh, Sri Lanka and Pakistan**, notably through a new section called **Platform**, which will represent young emerging artists or collectives from across the subcontinent. **Platform** represents galleries and foundations within the region, fostering the kinds of programmes that are less commercial, and often less accessible, but important to the development of its cultural ecosystem. Participants include **Blueprint12** (India), **Nepal Art Council** (Nepal), **Theertha Artists Collective** (Sri Lanka), **Taseer Art Gallery** (Pakistan), **Swaraj Art Archive** (India) and **Bengal Art Lounge** (Bangladesh).

With a shared ambition to promote cultural discourse in South Asia, and provide a platform for these discussions, **Godrej India Culture Lab** and **Asia Art Archive** have been brought on board to further enhance the programme of the acclaimed **Speakers' Forum** supported by Forum Partner **The Goethe Institute**. This broad and exciting programme of lectures and conversations will engage the entire range of stakeholders in the visual arts – artists, curators, critics, administrators, academics, gallerists and collectors, as well as covering a wide spectrum of artistic practices. Highlights of this year's panels will include **Stuart Comer** (Chief Curator of the Department of Media and Performance Art at MoMA, New York) on the panel *Artists moving image: Distribution and collection*; **Thomas Girst** (Head of Cultural Engagement, BMW Group) with **Sangita Jindal** (Chairperson, JSW Foundation) on the panel *Towards a culture of Corporate Patronage*; **Osman Waheed** (Founder and Chair, Lahore Biennale Foundation) and **Dina Bangdel** (Nepal Arts Council) on *Access and Integration in the arts across South Asia* and **Sunitha Kumar Emmart** (Founder, GALLERYYSKE) with **Sudarshan Shetty** (artist and Curator of Kochi Muziris Biennale 2016) on *The Artist and the Gallerist*, presenting for the first time a direct conversation between an artist and their own gallerist at the fair.

Building on India Art Fair's ongoing work to stimulate and develop a new generation of collectors across the region, the Speakers' Forum will also include a panel on *Collecting and public engagement*, with high-profile collectors and patrons such as **Tariq al Jaidah** (Founder and Owner of Katara Art Centre, Doha), **Haro Cumbusyan** (Patron and Founder, Collectorspace, Istanbul), and **Lu Xun** (Collector and director of the Sifang Art Museum project, China). There is, in addition, a panel on *Young South Asian Collectors*, aimed at cultivating interest across the rapidly developing younger collector base.

These sessions complement the fair's ongoing outreach efforts on the Indian and international front, which is reflected in a comprehensive VIP outreach programme that has this year connected and engaged with more countries, cultural institutions and collectors than any previous editions. Collector-based events and initiatives are planned with large groups and delegates from international institutions including **The Guggenheim** (New York), **MOMA** (New York) **The**

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**Carnegie Museum** (Pittsburgh), **The Art Institute of Chicago**, **Palais de Tokyo** (Paris), **The V&A** (London), and **The Asian Art Museum** (San Francisco). Beyond institutional delegates, a range of high-end travel tours have been coordinated to bring new collectors to the capital through organisations such as **The Cultivist**, and **Adventures in Art** with Karen Stone Talwar.

Further VIP outreach activity has also resulted in a number of bespoke events across the India regions such as the **YPO Annual South Asia Regional Retreat in Goa** (SPIN, 27-29th November), where India Art Fair is contributing a specific panel on corporate patronage with **Sunil Munjal** (Joint Managing Director, Hero MotoCorp), and **Sunita and Vijay Choraria** (Managing Director, Sharyans Resources) to be moderated by IAF International Director, Zain Masud.

As part of India Art Fair's expanded programming this year, a number of leading international and Indian museums and foundations will also participate directly in the fair in the new section **Institutional**. Presenting elements of their programmes or collaborations specially commissioned for the fair, participating institutions include the **Delfina Foundation**, **Dr. Bhau Daji Lad Museum**, **Kiran Nadar Museum of Art**, **Jindal Art Center** and the **Korean Cultural Centre India**.

Further new additions at India Art Fair include a designated space called **IAF Atrium** for the Spotlight Series which will include performances, book launches and talks. This new space will also showcase the inaugural **Film Programme** focusing on film as an art form. This practice draws attention to the materiality and experiential qualities of the moving image, turning form into the content of the work. For the first time at the India Art Fair, **Shai Heredia** (filmmaker and Director of Experimenta, India's international festival for moving image art) will screen cutting edge film and video art from Asia and elsewhere. The programme will run after hours at the fair, enhancing the opportunities for cultural engagement, and adding to the 'all-day' fair experience.

With the new spaces at India Art Fair comes a strong design aesthetic, coordinated in collaboration with new space designer **Vikram Sharma** and Architectural Advisors **Morphogenesis**, instilling a more experiential, interactive and dynamic design element to the 2016 edition of the fair.

The boundaries of design will be further pushed at the 2016 edition through India Art Fair's Sponsors and Partners. **Associate Partner JSW** will integrate their JSW Cement and REBAR Steel into the fair's seating and outdoor areas, whilst **Presenting Partner BMW**, as a part of their global cultural engagement will present the Cesar Manrique BMW 730i Art Car, reflecting the cultural and historical development of art, design and technology. In addition BMW will host India Art Fair's first ever **Collectors' Lounge**, creating an exclusive space for collectors to connect, share highlights and continue discussions from the fair's talks programme. They will also host the IAF & BMW Annual Collectors' Dinner in support and celebration of corporate collaboration and patronage of the arts. Fair-goers will also get the opportunity to engage more directly in design when **Preview Partner Officine Panerai** will bring a renowned watch-designer on the VIP preview day for an exclusive insight into the art of watchmaking and design, celebrating their 8 year association with the fair.

**For all updated India Art Fair news please visit [www.indiaartfair.in](http://www.indiaartfair.in), like us on Facebook or follow @indiaartfair on instagram, @India\_ArtFair on Twitter.**

**Notes to Editors:** India Art Fair is a trademarked event property owned by Seventh Plane Networks. Its Founding Director Neha Kirpal launched the fair in 2008, and has been instrumental in steering the fair's unprecedented growth over eight years into becoming the premier destination for art in the region. In 2011, Neha Kirpal was joined by new strategic partner Sandy Angus (Chairman of global exhibitions group Montgomery Worldwide which has launched several art fairs around the world). Mr. Angus is also co-founder of Art Basel Hong Kong (earlier called Hong Kong International Art Fair) and brings his global expertise in exhibitions and events as well as the support of a truly global network to India Art Fair.