

### India Art Fair 2016 Press Meet - key points and selected quotes

The India Art Fair 2016 press meet was convened today (Tuesday 12th January, 2016) as an opportunity for a spread of key members of the artistic community to examine India's position in an ever-evolving global art scene and to look at how India Art Fair can best position itself, within the Indian context, in light of these changing dynamics.

It was also an opportunity to share, on behalf of Neha Kirpal, Founding Director of India Art Fair, some of the exciting announcements regarding the new collaborations that the art fair is supporting:

- We're delighted that we now have a three year partnership agreement with our Presenting Partners BMW. Globally known as a significant corporate patron for the arts, BMW is engaging with the art fair not just as Presenting Partner but also in its programming and with the talk series, as well as bringing their art car by Cesar Manrique to the fair for the first time.
- We're also pleased to announce JSW as our Associate Partners. Whilst unfortunately Mrs Jindal was unable to attend the meet, she and her organisation are hugely committed to the art fair and the broader art ecosystem.
- The art fair also supports the launch of the inaugural edition of the India Today Art Awards. Run by one of the top publications in the country, India Today is making a long term commitment to the arts by creating an art awards that will launch during the fair this January. Seeking to encourage and showcase the best of Indian contemporary artists, the awards will embrace all aspects of the burgeoning Indian art market.
- In addition to this, the leading real-estate firm DLF, that has several residential and commercial establishments across the National Capital Region has plans to tie up with the fair to launch a public art initiative spanning two months and all their establishments to create public awareness and engagement with the arts - a valuable and welcome addition to what private sector organisations are already doing for the arts across the country.

The below (next page) represents a selection of quotes from the press meet that we hope will be a useful aid in terms of the key points discussed. We have also included a short selection of low-res images. For any high-res versions or further information please contact [amrita.kapoor@flint-pr.com](mailto:amrita.kapoor@flint-pr.com).



(L\_R) Zain Masud, International Director India Art Fair; Tasneem M Zakaria, Managing Trustee and Honorary Director, Bhau Daji Lad museum; Neha Kirpal, Founding Director India Art Fair, Philipp von Sahr, President, BMW India group and Meera Menezes

### On the evolution of the international art scene

*“The exhibitions of contemporary Indian art across the world and the creation of new Indian and South Asian acquisition committees are just some of the new developments that indicate a shift of perception in terms of where India is on the global stage.”*

**Tasneem Mehta, Managing Trustee and Honorary Director of the Dr. Bhau Daji Lad Museum, Mumbai**

*“One of the most significant issues to the state of contemporary art in 2016 is the ongoing shift in interest and power from the West to the East. Since the 1990s, Asian contemporary art has grown exponentially due to regional biennials and triennials, the building of new contemporary art museums, the international recognition and success of Asian artists, and of course global political and economic shifts.”*

**Zain Masud, International Director, India Art Fair**

### On the evolution of art fairs across the world

*“We are in a position of great responsibility to deliver a model that is relevant to the global art scene, positioning India on the international art map but also promoting the local scene too.”*

**Neha Kirpal, Founder Director, India Art Fair**

*“An intelligent art fair balances the combination of cultural and commercial concerns, catalysing the local scene while capitalising on the expansion of the global market. What makes a successful and relevant art fair is not the presence of blue-chip galleries but synergising the established gallery along with the future greats - maximising the potential for discovery, proposing alternative and distinctive content to what is available elsewhere, and of course, business.”*

**Zain Masud, International Director, India Art Fair**

### On the India Art Fair Model

*“The two key elements of the fair are access and education, and the building of foundations for art market.”*

**Neha Kirpal, Founder Director, India Art Fair**

*“The real focus is on quality. We have invested in honing the roster of galleries we work with and collaborating more closely with them, and really taking responsibility for what the fair presents to its audiences. We are focussing very much on South Asia this year, providing a reference point for the rest of the world, in a region that is not always accessible.”*

**Zain Masud, International Director, India Art Fair**

*“I would like to congratulate the fair on their regional strategy. It is absolutely the need of the hour for South Asia to come together, and there is nothing like art to bridge cultures and bring communities together. I hope this strategy is both sustained and enlarged.”*

**Tasneem Mehta, Managing Trustee and Honorary Director of the Dr. Bhau Daji Lad Museum, Mumbai**

*“India Art Fair is pioneering in bringing not just high flying artists but also new artists to a global platform.”*

**Philipp von Sahr, Head of BMW India**

*“The current state of the arts and the market in India is one of incredible potential. Whilst we struggle with a lack of legislative support and need still to build greater understanding of, and confidence in, contemporary art in India—and support of the primary market—the talent here is endless and this is one of the territories of the art world at large where the Souzas and Husains of the future, are incredibly accessible.”*

**Zain Masud, International Director, India Art Fair**

*"India Art Fair not only consistently presents the fair at a very high level, but they are also not afraid to do something new. We love the fair because not only do they bring many opinion leaders and target groups, but also their creativity and their trial and error approach. This is the only way you can create the future - by embracing risk - to try things that maybe don't always work, but to stay innovative and to always look ahead. Sometimes it is necessary to take risks."*

**Philipp von Sahr, Head of BMW India**

*"India Art Fair is the 5th most attended fair in world. 100,000 people attend over four days. It is part of civic society, not just a matter of indulgence. It presents and reflects the criticality of art for younger generations. With several new initiatives emerging in the region we can all make a compelling case for the rest of south asia and bring that out at a global level."*

**Neha Kirpal, Founder Director, India Art Fair**

*"I'd like to congratulate Neha - it is an incredible thing that she has achieved. She has definitely shifted the needle. Galleries alone cannot achieve what Neha has done. The big lacuna in india has been in the community outreach - how do we address that community through the arts? This is what the fair is doing at both a local community and international level."*

**Tasneem Mehta, Managing Trustee and Honorary Director of the Dr. Bhau Daji Lad Museum, Mumbai**

*"The greatest validation for the art fair is when other initiatives start popping up. For us it's all about collaboration. At no point do any of these models compete. You can't have one fair holding up the entire ecosystem. The fair provides an opportunity for the government, corporates, enterprises, media houses, and many others to see how best we can take this nascent stage of the arts forward, building on the fair and launching new initiatives. All these new things build an ecosystem. It's important to recognise that we will grow, and south asia will grow, and the market will grow if these other initiatives are developed."*

**Neha Kirpal, Founder Director, India Art Fair**

## On sustainability in India

*"Sustainability comes from organisations that span East and West across the country, bringing together a network of people that buy into the development of the arts and recognise their own role within that. Sustainability is key - keeping in mind what it takes to make the market sustainable. It's not a job for any one stakeholder alone. The fair thrives on these partnerships and corporate collaborations. The idea is to find and establish these collaborations and to make a long term plan, to the point where the government also can recognize the need to commit and the value of the arts in India."*

**Neha Kirpal, Founder Director, India Art Fair**

*"It is very important that art doesn't just become a commodity. There is of course an investment element, but the people who do spend on art tend to get more deeply engaged - constantly developing their relationship with art over time."*

**Tasneem Mehta, Managing Trustee and Honorary Director of the Dr. Bhau Daji Lad Museum, Mumbai**

## On the Indian Government

*"It is up to the Government to respond to this both collaborations with the private sector, and with their own initiatives. Without this support things undoubtedly slow down, but it does not stop. More government support would very much expedite what we do."*

**Neha Kirpal, Founder Director, India Art Fair**

*“The Government tend to come in when they see numbers. This is where India Art Fair can help shift the needle. Could ask for support from delhi government to help get more people in for free to boost numbers. Important that art fair and biennales are changing perceptions.”*

**Tasneem Mehta, Managing Trustee and Honorary Director of the Dr. Bhau Daji Lad Museum, Mumbai**



*Philipp Von Sahr, Head of BMW India with Neha Kirpal, Founder Director India Art Fair*



*(L-R) Zain Masud, International Director India Art Fair, Tasneem M Zakaria, Managing Trustee and Honorary Director, Bhau Daji Lad museum, Neha Kirpal, Founding Director, India Art Fair, Philipp von Sahr, President, BMW India group and Meera*

For any high-res images or further information please contact [amrita.kapoor@flint-pr.com](mailto:amrita.kapoor@flint-pr.com) or call +91 9818058964