

Remapping India Through Patronage Of Arts Panel discussion 23rd November 2017

24 November 2017: Kiran Nadar Museum of Art, hosted **Re-Mapping India through Patronage of the Arts** on Thursday 23 November 2017, a panel discussion addressing the need for expansive arts support in India.

Hosted by the Kiran Nadar Museum of Art, in collaboration with NDTV, Mojarto, and The Serendipity Trust, the panel discussion was part of the Art Spectrum Awards: South Asia (ASA:SA) 2017 which intends to provide a platform for the arts, whilst encouraging creative dialogue across India. ASA:SA aims to reward and encourage creative, transformational initiatives that are making tangible differences to the future of the arts in South Asia. Winners will receive funds of 15 Lakhs to realise their artistic projects and objectives. The awards will be presented at the Serendipity Arts Festival in December 2017.

Lead by NDTV anchor Sara Jacob, the panel included Sunil Munjal, Founder Serendipity Arts Trust, Kiran Nadar, Founder Kiran Nadar Museum of Art, Malvika Singh, Cultural Advisor, Government of Rajasthan, Pramod Kumar, EKA Cultural Resources and Research, and Akaash Mehta, art consultant to Mojarto.

The discussion explored the meaning of arts patronage in India today, and examined why patronage remains essential for the development of arts initiatives in the country, whether these are community based grassroots initiatives that platform regional art-forms, high-profile, government supported art spaces such as *The Sculpture Park* at Madhavendra Palace, or internationally renowned public art events like the Kochi Muziris Biennale.

Kiran Nadar, Founder and Chairperson of the Kiran Nadar Museum of Art, spoke on the significance of art in publically accessible spaces to encourage diverse audiences, and said, “*State patronage is lacking, and the government needs to work with patrons, communities and arts organisations to make the arts a part of everyday life*”.

The panelists unanimously agreed that arts patronage was imperative for the future of the arts in the country and maintained that all facets of arts patronage are essential catalysts for growth and change. “*India has a inimitable arts heritage and contemporary arts practice, art is part of our genetic code*” , said Sunil Munjal, Chairman, Hero Corporate Service, and Founder, Serendipity Arts Trust.

Pramod Kumar of EKA, Cultural Resources and Research added, “*Conversations around the arts should be kept alive, I don’t want to preach to the converted - art must be accessible to everyone, we need more initiatives that take art outside of the white cube, and to facilitate that we need more patrons, more community initiatives, more festivals*” .

Akaash Mehta, consultant to Mojarto added, “*Patronage isn’t always about money, it’s about social awareness, support, and education, which can be achieved via community-based projects that promote and foster artists.*”

POST EVENT PRESS RELEASE



Cultural advisor to Rajasthan Malvika Singh, talked about the importance of making exhibitions and art projects less elitist, “*Bureaucracy doesn’t understand or have a sense of how art manifests in everyday life across the country - we need more art districts, infrastructure, and spaces for art so we can encourage art practice and appreciation in the public realm.*”

The *Re-Mapping India through Patronage of the Arts* panel discussion will be broadcast on NDTV Prime on Saturday, December 2nd 2017.