

PRESS RELEASE

EMAMI ART WILL OPEN ITS BIGGEST SHOWCASE YET AT INDIA ART FAIR 2020

30th January - 2 February 2020

The exhibit will showcase 5 new artists from West Bengal along with internationally renowned names like

Jogen Chowdhury & G Ravinder Reddy at the GALLERIES Section

The FOCUS Section will carry an exclusive showcase of Anjan Modak's seminal work



From top left: G. Ravinder Reddy with his piece Gauri; Jogen Chowdhury in his studio; Soma Das at work in her studio; Arindam Chatterjee in his studio

New Delhi/Kolkata, 30 January 2020: Emami Art, one of the country's finest and largest galleries based in Kolkata, supported by the **Emami Group**, is set to open its most ambitious showcase yet at **India Art Fair 2020**. The gallery will showcase the curated selection of artworks through **two separate booths** this year - **B11, Galleries Section** and **A08, Focus Section**.

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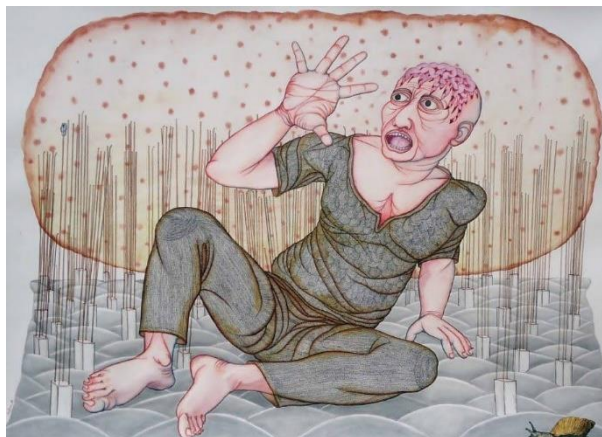
Emami Art's showcase at the Galleries Section (booth B11) will introduce five emerging artists from West Bengal, **Arunima Choudhury, Arindam Chatterjee, Tamal Bhattacharya, Soma Das and Bholanath Rudra**, exhibiting their works alongside internationally recognized artists such as **Jogen Chowdhury** and **G. Ravinder Reddy**.

The eclectic and thoughtful curation of **40 artworks** aim to highlight the rich diversity of art practices and figurative expressions across generations. The showcasing of upcoming artists is in keeping with the gallery's vision to support and promote fresh, contemporary voices from the Indian art arena. The works of these younger artists lie closer to the representational and non-representational genres.



From L-R: Paintings by Soma Das, Arunima Choudhury and Bholanath Rudra

Emami Art is participating in the **FOCUS Section** (booth **A08**) for the first time, showcasing a pivotal representation of **over 25 pieces by Anjan Modak** - an upcoming, much anticipated artist from Kolkata. Anjan's exhibit proposes the conflict of humanity with our habitat. The focus is to scout the consequences of the gradual shift from rural areas to urban growth. It is now the rapid and historic transformation of human social roots on a global scale, whereby predominantly rural culture is being rapidly replaced by a dominating urban culture. The



pressures of social situations and the celebration of Man who tries to emerge from these mounting engagements have drawn the artist to reflect these concerns. Anjan within the figural forms of his works has adeptly modeled the jitteriness of this experience. This deep introspection by the artist is an acknowledgement of the democratic concern of Man.



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Speaking on India Art Fair, **Ms. Richa Agarwal, CEO, Emami Art** said, *“This is our fifth representation at India Art Fair and we feel very happy to be here in the year 2020 with our biggest ever exhibit. Encouraged by the response as received over our past exhibits at the IAF forum, this year we decided to take another step ahead and go for a bigger show through two separate booths – one at the Galleries Section and another at the Focus Section. We are very happy to introduce younger talents from Bengal at this prestigious platform and create an opportunity for both the artists and the visitors to know each other in a seamless way. Having been able to offer artworks by globally renowned artists like Jogen Chowdhury and G. Ravinder Reddy is indeed a privilege for us. We believe that the IAF 2020 is going to be an exciting experience for us at Emami Art.”*

About Emami Art

A destination for Modern & cutting- edge Contemporary Art, Emami Art is a one-of-a-kind art space built in keeping with international standards. Positioned as a key destination for artists, visitors and art collectors, the gallery aligns with the Emami Group’s mission to support artists & artisans and contribute to society’s wellbeing. A regular programme of curated exhibitions includes the works of new talents and eminent masters of regional, national and international repute that aligns with the promoters’ ideology that while the popular contributes to the academic, the academic uplifts the popular. Spearheaded by Richa Agarwal, Emami Art’s new 10,000 sq.ft. art space is located in the Kolkata Centre for Creativity (KCC), a state-of-the-art multi-disciplinary interactive art centre, off Eastern Metropolitan Bypass, Kolkata, India. www.emamiart.com