



## Emami Chisel Art hosts its first-ever Annual Exhibition—“ECA Calling”

- Pan-India contemporary art competition organized on this occasion to promote 160 art newbies
- Mr. Mohan Goenka, Director, Emami Ltd and noted artist Wasim Kapoor unveil the exhibition

**Kolkata, 28<sup>th</sup> February, 2014:** The art almanac at **Emami Chisel Art** gets broader and busier this year with the first ever Annual Exhibition—**ECA Calling** promising to give a peek into the best of the contemporary art scene through paintings, graphics, drawings, sculptures and new media, photography and installations. The Exhibition is also going to host a pan-India competition amongst 160 budding artists shortlisted from a whopping number of 555 entries and hailing from states like West Bengal, Gujarat, Bihar, Tamil Nadu, Jharkhand, Maharashtra, Madhya Pradesh and Delhi. The upcoming talents from the world of contemporary art will vie for attention in the month-long exhibition from **February 28 - March 31, 2014**. The exhibition & competition was inaugurated today at Emami Chisel Art by **Mr. Mohan Goenka, Director, Emami Ltd**, in the presence of Chief Guest **Wasim Kapoor** and art veterans like **Ramananda Bandyopadhyay, Ganesh Haloi, Dhiraj Choudhury** among others.

A total award honorarium of INR 2.5 lacs will be awarded to the winning participants from various categories chosen by an eminent jury comprising **Dhiraj Choudhury** – renowned painter and former professor of Delhi Art College, **Sanat Kar**—eminent artist and former Professor and Principal of Kala Bhavan, Shantiniketan, art curator **Nanak Ganguly** and art critic **Ratnottama Sengupta**. To inspire and motivate the art greenhorns, the exhibition will be complemented with 50 renowned works from the oeuvre of veterans like **Jogen Choudhury, Shipra Bhattacharya, Nandgopal, S. Senatipathi, Sanjay Bhattacharyya, Niranjana Pradhan, Dhiraj Choudhury**. Through this Annual Exhibition, ECA endeavours to present a comprehensive view of contemporary art repertoire. Priced between INR 10 thousand to 10 lakhs, the artworks would be up for grabs for a wide cross section of art enthusiasts.

“Contemporary art is an emerging concept with newer forms of expression and fresh perspectives replacing what has been the norm all these years. This contemporary art scene would remain incomplete without contributions from the newer generation who are daring and futuristic in their myriad forms of expression. We, at **Emami Chisel Art**, have always believed in making their voices heard and sensibilities recognized through various engagement platforms. This competition culminating in the exhibition is another addition to our ceaseless efforts to promote the talents. These artworks would be juxtaposed with contemporary art renditions of celebrated artists. This is the maiden year for this



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exhibition and we certainly hope to grow in scope and periphery with each passing year” said **Ms. Richa Agarwal of Emami Chisel Art.**

On the inaugural day, award honorariums were handed over to winners from each of the categories viz. painting, sculpture, new media, drawing, graphics and water color. Other promising artists were bestowed with certificates of merit. The art potpourri has been present in multifarious mediums viz. Acrylic, tempera, watercolor, pencil sketch in case of paintings. Sculptures etched in Bronze, stone, fibre glass, ceramics are a treat for the senses. On the second day, a film titled “Bengal Art” directed by filmmaker and artist Shankar Mazumdar will be screened. The film chronicles the journey and evolution of Bengal’s art and the role of Emami Chisel Art in its advocacy. A discourse on the theme “Scenario of contemporary art” to be presided over by Dr. Parul Dave Mukherjee, Professor in History of Art, Jawaharlal Nehru University (JNU) , New Delhi would draw curtains to the month-long exhibition.

**Exhibition Timings: Between 11 am-7pm (Monday-Saturday. Except Sundays)**

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**About Emami Chisel Art:** Emami Chisel Art (ECA) is a part of the reputed Emami Group. It idealised as a full-fledged art organization from 2008 onwards, encompassing within its infrastructure two large gallery spaces, a library, archive, an art-shop (named Kanopy) and a publication section engaged in producing some of the most versatile literary and visual productions. It organizes Art & Craft Fairs where craftsmen share space with contemporary artists under one roof. These fairs give a unique opportunity to the mass as well as art connoisseurs to collect artworks at reasonable prices. The ECA auctions which include authenticated artworks, genuine masterpieces and rare collections from the artists themselves or from reputed art galleries and private collectors have been put through a stringent selection process before being put under the hammer. Besides the auctions, it has also organized significant curated shows reflecting the contributions made by eminent masters and upcoming talents.

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