



Art for a good cause

Shivani Virani of Artistree talks about the ongoing 15-day festival in a bid to promote art

AGE CORRESPONDENT

Artistree, the gallery is celebrating its 10th anniversary this year, and founder Shivani Virani, wanted to make sure she did something for it. Artistree is hence hosting a 15-day art festival, which ends on October 20. The art fest aims to bring together artists and art lovers, to encourage art and to celebrate for a good reason. The money generated by the exhibition will be contributed to the International Relief Fund.

"I thought this would be the right time to make my contribution towards society I've received a lot of good will through the years, and now I wanted to make sure I do the same," explains Shivani. The registration fee for each day will be donated to prominent NGOs for 15 days. "The registrations fees are kept at a nominal rate. I want to encourage people to participate, learn and contribute for a good cause." The first two days of the fest involves an art therapy workshop for Salween Bentley kids by artist Shweta Deswal. "We have invited girls from underprivileged backgrounds. We believe that there is a lot that can be expressed through art. This is merely a chance to explore this stream." The paintings will then be exhibited during the fest.



(Top and below) paintings that will be showcased at the art fest. (Inset) Shivani Virani

The fest kick getting less than three months for Shivani to put together. "I

did take me time to get NGOs together. I wanted to associate with only the genuine organisations, and getting things done especially takes time. We wanted to ensure that the money would be spent in the right way." Though this is the first time, she is undertaking a project on such a large scale, she explains she intends to continue it in the future too.

Getting artists on board wasn't an issue. "They believe in the project as much as we, and were ready to work through this. After the last week, the real test is to get people to attend the fest. I do hope my efforts pay-off," she explains.

The festival has a host of workshops which include a book reading session by journalist and author Piyush Rai Joshi, poetry workshop by Nupam Jain, water-colour demonstration by Shikha Mehta, kids painting demonstration by Priya Nair, acrylic painting with gold and demonstration by Chh Deswal and a group show of paintings across media by various artists. "Shikha Mehta is excellent with watercolour and promises to be a fulfilling session. I've personally learnt kids painting from Priya Nair. I can teach her techniques." Part of the sale proceeds from the group show will go for the International Relief Fund. "I've worked with these artists before, and the have been kind enough to showcase their paintings," she says.

Registration fee: ₹500
Till October 20
At Artistree Gallery, World