

India Art Festival, a revolutionary journey continues

MUMBAI / NEW DELHI:

India Art Festival (IAF) after eight successful editions in Mumbai and New Delhi continues its social responsibility of “democratizing the art presentation art viewing and buying processes”. The 3rd edition of India Art Festival at New Delhi is coming from 23 to 26 November 2017 at Thyagaraj Stadium and 7th edition at Mumbai is to be hosted from 15 to 18 Feb 2018 at Nehru Centre, Mumbai.

India Art Festival has successfully expanded the choices presented to art buyers and collectors by showing them diverse visual art products from the rural parts of India along with metro-bred artists. India Art Festival provided opportunity to young talented urban and rural artists to get discovered along with master artists; IAF proved to be a talent hunt not only for art buyers but for art gallerists too as in the last eight years, many IAF discovered artists are now inducted into gallery system and became part mainstream art circuit at large”.

India Art Festival, a mega art fair presented 50 art galleries along with 400 with independent from 6 countries and 30 different cities from all over the world in the last editions in 2016-17 at Mumbai and New Delhi.

In the four-day art festivals at Mumbai and New Delhi, galleries and artists from rural and urban parts of the country displayed all kinds of artworks including paintings, sculptures, photographs, original prints, serigraphs and installations. Visitors witnessed unbridled form of refreshing creativity that satiated almost all kinds of dainty visual tastes – like seascapes, landscapes, cityscapes, rural and urban scenarios, nudes, figurative, still-life, semi-abstracts & abstracts, highly realistic, religious and spiritual artworks - under one roof.

IAF Managing Director Rajendra believes “Monopoly in art deprives several artists from the art fair circuit. What we need is the expansion of choices presented to art buyers and collectors by showing them diverse visual art products by both rural and urban artists. India Art Festival aspires to do exactly that.”

The large number of visitors including artists, art gallerists, art buyers and art connoisseurs has led to the success of eight editions of the IAF at Mumbai and New Delhi. IAF attracted a little over 250,000 visitors in their last editions.

Being the only multi-city art fair in India that hosts annual editions in Mumbai and New Delhi every year, IAF facilitated artists to create a network with the art galleries and help galleries to build a bond with the art dealers, collectors and buyers.