

WHITEFIELD ART COLLECTIVE launches its sixth edition - Business News Week



Bengaluru Feb 2023: Whitefield Art Collective, the public art festival supported by the Yuj Arts Foundation announced the inauguration of its month-long, sixth edition today. Whitefield Art Collective 2023 encourages creative explorations around the theme of “A Fine Balance”, through partnerships with leading institutions and notable individuals from the city’s artistic community. The theme was chosen with the aim of examining the delicate relationship between human beings and their environment, with a special focus on climate change and sustainability. Over 100 art installations, sculptures, paintings and photographs are displayed at the festival. Collaborators this year include Karnataka Chitrakala Parishath, Srishti Institute of Art and Design Technology, JD Institute of Fashion Technology, JD School of Design, Chamarajendra Government College of Visual Arts, ArtFlute, Synesthesia Collective, Geechugalu Collective and Broke Artists Collective. Renowned artists displaying their work this year comprise the late Yusuf Arakkal, Gita Hudson, Maria Antony Raj, Saravana D, Ezhilarasan Ezhumale, and Nithin Sadhu. VR Bengaluru is the venue partner, and the festival is also supported by Blue Tokai, Salt, Detailing Bull, PVR, and Demi Networks.

The festival commenced with the unveiling of the 'Art Car', painted by The Geechulagalu Collective, followed by "Wearable Art" – a Fashion Showcase by JD Institute of Fashion Technology, and culminated with a viewing of 'A Fine Balance' – 2023 Art Exhibit. The venue partner, VR Bengaluru, will be a hub of artistic activity, with installations, exhibitions, an art bazaar, art workshops, a young artists program, and several other exciting events.

Sumi Gupta, Curator of Whitefield Art Collective, said, *"I am thrilled to steer this fantastic project which has incredible collaborations with institutions and student artists in Bengaluru, creating a vibrant platform for large-scale installations, sculptures, mixed media works and photography. Whitefield Art Collective 2023 brings together a community of connoisseurs, art students, patrons as well as the people of Bengaluru in a celebration of the city's art and culture."*

Whitefield Art Collective is supported by the Yuj Arts Foundation, and is also part of VR Bengaluru's Connecting Communities© initiative that aims to encourage civic pride, strengthen the local economy and enhance the city's national and international image.