VR CHENNAI ANNOUNCES THE INAUGURAL EDITION OF THE MADRAS ART GUILD

A new public art festival that celebrates Chennai’s position on the cultural map of the country will run from 10 January 2019 to 11 February 2019

Chennai, 3rd January 2019: VR Chennai is delighted to announce the inaugural edition of the Madras Art Guild. Supported by The Yog Foundation, Madras Art Guild is the latest venture in Virtuous Retail’s successful roster of pan-Indian award-winning art shows, which include Dumas Art Project (Est. 2013), Whitefield Art Collective (Est. 2016) and Punjab Art Initiative (Est. 2017). This exciting multidisciplinary initiative will reinforce Chennai’s position, as one of India’s premier art and culture destinations.

The VR Art Programmes, first established in 2013, have over the years enriched the cultural calendars of several Indian cities, with Chennai being the latest destination. In every edition, partnerships with eminent artists and renowned institutions enable a dynamic art festival rooted in the ethos of the city it takes place in. Collaborations have included some of the country’s most premier institutions, such as MSU Baroda, JJ School of Art (Mumbai), Srishti Institute of Art, Design and Technology (Bengaluru), The College of Architecture (Chandigarh), Lalit Kala Akademi (Delhi) and College of Art (Delhi).

Senior artists whose works the art shows have had the privilege to showcase range from installations by Paresh Maity, Murali Cheeroth, George Martin to a retrospective of Yusuf Arakal’s works. This initiative provides art students with a unique opportunity to exhibit their works alongside established artists and gives them unprecedented access to a diverse audience. In 2018, VR Art Programmes commissioned and curated the country’s first, hugely successful travelling art show.

Madras Art Guild, like all VR Art Programmes, celebrates the city it is located in. This initiative will encourage creative explorations that express Chennai’s spirit and aesthetic, through partnerships with leading institutions and notable individuals from the city’s artistic community. Our collaborators for this inaugural edition include Cholamandal Artists’ Village (Chennai), Government College of Fine Art (Chennai), Government College of Fine Art (Pondicherry) and Government College of Fine Art (Kumbakonam).
Speaking about the programme, Sumi Gupta (Curator, VR Art Programmes) says: “Public art has the power to enhance and transform spaces. The incredible response to the Dumas Art Project, the Whitefield Art Collective, and the Punjab Art Initiative - is a strong reflection of Virtuous Retail’s commitment to provide its customers with a unique experience that goes beyond shopping. We are proud to introduce Madras Art Guild to Chennai, which will bring together a community of connoisseurs, art students, patrons as well as the people of Chennai in an enthusiastic celebration of the city’s art and culture.”

The month-long festival will be inaugurated on 10th January 2019 at Swargamandapam, VR Chennai (Anna Nagar) by Grammy-nominated Carnatic musician Mandolin Rajesh. Cultural ambassadors, including art director Padma Shri Dr. Thota Tharani and Mr. M. Senathipathi, President of Cholamandal Artists’ Village, along with key members of Chennai’s art community, will be at the event. The launch will commence with the lighting of a traditional mahadeepam, followed by a curated discussion on “The Changing Landscape of Public Art”. This discussion features an eminent panel: photographer and founder of the Chennai Photo Biennale, Varun Gupta, senior artists Murali Cheeroth, Parvathi Nayar and Rahool Saksena, and fashion designer and founder of Brass Tacks Anaka Narayanan. The panel will be moderated by Sumi Gupta, Curator, VR Art Programmes. Bharatnatyam Dancer Rukmini Vijayakumar will perform a specially conceptualised sequence on VR Chennai’s unique synthesis of culture and business. The event will culminate in the unveiling of the VR Art Car, a popular segment of the VR Art Programmes.

The first edition of the Madras Art Guild is a part of VR Chennai’s Connecting Communities© initiative, an ongoing project that aims to encourage civic pride, strengthen the local economy and enhance the city’s image. Following the official launch, the visitors will enjoy a dedicated month of artistic immersion. The festival will run between 10th January 2019 and 11th February 2019, during which VR Chennai will be a hub of artistic activity, with installations, exhibitions, an art bazaar, art cinema screenings and several other exciting events. Through the dialogue and creativity generated during this time, Madras Art Guild hopes to have a long-term impact on the city’s cultural life, with future editions becoming a highlight of social and academic calendars.
ABOUT VR CHENNAI:

VR Chennai, Anna Nagar, is a 2 MM sq. ft. experiential retail development focused on the local community. Built with both local heritage and modern sustainable building practices in mind, the Centre is among the largest in South India to be conferred the LEED Gold certification from IGBC (Indian Green Building Council). The Centre is home to 240 retail stores offering fashion, food and entertainment, and the brand mix includes the best international and local players including many new retail and entertainment brands entering Chennai for the first time. Additionally, VR Chennai houses The Hive, a 50,000 sq. ft. co-working space and the soon to be launched Madras House - a destination within a destination, which will offer multiple fine dining options, a theatre and event space, an open-air amphitheatre, along with a boutique hotel and serviced residences.

For more information and updates please visit www.vrchennai.com

ABOUT VIRTUOUS RETAIL

Headquartered in Singapore, Virtuous Retail South Asia Pvt. Ltd. (Virtuous Retail) develops, owns and manages community-oriented retail and lifestyle centres. Over the last decade, Virtuous Retail has redefined the spatial retail experience for consumers in India by delivering innovative centres that seamlessly integrate shopping, hospitality, food, leisure and entertainment, including current flagships VR Surat, VR Bengaluru, VR Punjab and now VR Chennai. These award-winning developments, designed and operated by VRSA as social hubs that are “Connecting Communities©” and also celebrate local culture & enhance the overall brand image of the cities they are located in. Through the art of place-making and by focusing on programming that draws on the heritage and aspirations of the community they serve, VR Centres create a virtuous cycle by delivering value to the three primary stakeholders - consumers, retailers and investors. With recent new investments in Delhi and East Bengaluru, the India retail portfolio is now 8.3 million sq. ft.

For more information and updates please visit www.virtuousretail.com.

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