

For Immediate Release

MADRAS ART GUILD launches its second edition

The popular public art festival is themed around sustainability this year. Will run from 24th January 2020 to 23rd February 2020 at VR Chennai, Anna Nagar



Chennai, 24th January 2020: Madras Art Guild (MAG), the public art initiative announced the inauguration of its month long, second edition today. MAG 2020 encourages creative explorations around the theme of “sustainability”, through partnerships with leading institutions and notable individuals from the city’s artistic community. Collaborators this year include National Institute of Fashion Technology (NIFT, Chennai), Chennai Photo Biennale Foundation, Cholamandal Artists’ Village, Government College of Fine Arts (Kumbakonam), Govt. College of Fine Arts Chennai (Alumni), and the International Foundation for the Arts. VR Chennai is the venue partner and the soon-to-be launched Madras House is the presenting partner for MAG 2020. The festival is also supported by NEXA, Byjus and the Murugappa Group.

The festival was inaugurated this evening at VR Chennai, Anna Nagar by Mrs. Karin Stoll, Consul General of the Federal Republic of Germany in Chennai. The launch commenced with the unveiling of the traditional VR Art Car, painted this year by the renowned artist and documentary filmmaker, Gita Hudson, followed by an exclusive viewing of works by senior artists including Benitha Perciyal, Seema Kohli, Parvathi Nair, Michael Wegener, Yuvan Bothysathuvar and Vijay Pichumani at the Fine Art Room, Madras House, and culminated with “Wearable Art” - a Fashion Show by NIFT at the Pandya Court. Following the launch, visitors will enjoy a dedicated month of artistic immersion during which VR Chennai, the venue partner will be a hub of artistic activity, with installations, exhibitions, an art bazaar, art cinema screenings, art workshops, a children’s art competition and several other exciting events.

Sumi Gupta, Curator of MAG, said, “I am thrilled to steer this fantastic project which has incredible collaborations with institutions and student artists in Chennai, creating a vibrant platform for large-scale installations & sculptures. MAG 2020 brings together a community of connoisseurs, art students, patrons as well as the people of Chennai in a celebration of the city’s art and culture.”

MAG is supported by Yuj Kutumb, The Yog Foundation, and is also part of VR Chennai’s Connecting Communities© initiative that aims to encourage civic pride, strengthen the local economy and enhance the city’s national and international image.

****End of Release****

ABOUT the Venue Partner:

VR Chennai, Anna Nagar, is a 2 MM sq. ft. experiential 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. Additionally, VR Chennai houses The Hive, a 50,000 sq. ft. co-working space and the Madras House, a center offering multiple fine dining options, a theatre and event space, an open-air amphitheatre, along with a boutique hotel and serviced residences. For more information please visit www.vrchennai.com

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