



## FESTIVAL REPORT



SERENDIPITY  
ARTS  
FESTIVAL  
GOA 2017

15-22 December 2017  
Panaji, Goa

# Serendipity Arts Foundation

Serendipity Arts Foundation is an arts and cultural development foundation which aims to promote new cultural partnerships, creative strategies and artistic interventions which are responsive to the social and cultural milieu. Committed to innovation, the Foundation intends to support, promote and create platforms for creativity, providing the wider public with a unique source of modern contemporary art and culture. The Foundation's programmes are designed and initiated through innovative collaborations with partners across a multitude of fields. Each intervention is created using the arts as a means to impact education, social initiatives and community development programmes, while exploring interdisciplinarity between the arts to better understand the shared histories of the subcontinent. The Serendipity Arts Festival is the largest platform of outreach for the Foundation.

## MISSION

Explore and facilitate interdisciplinary practices within the arts

Create accessible environments through programming

Encourage community led and community engaged learning

An emphasis on arts education

Explore opportunities in art accessibility

Explore new forms of art and art practices

Encourage cultural exchanges

Foster creative leadership



YARN BOMBING  
by Raj Art Initiative  
@Art Park

*"The Serendipity Arts Festival held out something for everyone. But what really took me by surprise was how well-organized it was. Each minuscule detail had been looked into to ensure that we went back with fond memories and the hopes of coming back again, next year."*

Assistant Editor  
Exotica/Vivacity, The Pioneer

**08**

**DAYS**

**14**

**CURATORS**

**73**

**PROJECTS**

**22**

**COLLABORATORS**

**10**

**VENUES**

**24**

**EXHIBITIONS**

**26**

**PERFORMANCES**

**16**

**WORKSHOPS**

**07**

**SPECIAL EVENTS**

# Introduction

The second edition of Serendipity Arts Festival, held between 15-22 December, 2017, was a curated multidisciplinary art event spanning the visual, performing and culinary arts. Spread across 10 venues in Panaji, Goa, the Festival consisted of an exciting, intensive programme of exhibitions and performances, which were augmented by spaces for social and educational engagement. Curated by a panel of eminent artists and institutional figures, the Festival programming was more than just a showcase of great Indian art. Instead, the Festival was a step forward in a longer-term cultural experiment that hopes to affect the way Indians interact with art on a daily basis, by addressing issues such as patronage culture, art accessibility, innovation in the arts, and interdisciplinary discourse, with a special focus on the South Asian subcontinent.

*"What should a multi-disciplinary arts festival do? Create conversations amongst the arts and artists, foster new connections, harness local talent and offer avenues of public engagement. It was heartening to see Serendipity Arts Festival (Dec 15-22) spread across the picturesque Goan capital of Panaji deliver on these counts and also indicating many new possibilities. An arts festival is also an incubation centre, where new ideas are conceived and nurtured. Not less than 40 projects were commissioned for the second edition of the festival. With a special focus on site, form and display, Serendipity created many new encounters for anyone who could 'stand and stare' and also hopefully engage."*

**Kunal Ray**  
The Hindu

THE MUSIC STOPPED ...BUT WE WERE STILL  
DANCING  
curated by Prashant Panjiar  
@Adil Shah Palace



DRUM CIRCLE  
*Taal Inc.*  
*@Old GMC*

FARIDKOT  
*@DB Ground*

EXPRESSIVE MOVEMENT THERAPY WORKSHOP  
*conducted by Tripura Kashyap*  
*@GMC Complex*



# Collaborations

Auction house Christie's and Serendipity Arts Foundation have collaborated on two occasions, asking important questions in the panel discussion, "Constructing Modernism: Conversations on Art in a Young Nation", held at Bhau Daji Lad Museum, Mumbai on August 20, 2017, as well as coming together for the conclave, "Indian Art from 1700-1850", which took place at the Adil Shah Palace, Panaji, on December 17, 2017, during the time of the Serendipity Arts Festival.

The Alkazi Foundation for the Arts is a registered charitable trust, dedicated to the preservation of the cultural history of India through extensive research on photography. Housed in the foundation is the private collection of Ebrahim Alkazi, known as the Alkazi Collection of Photography, which comprises works in the form of photographic albums, single prints, paper negatives and glass-plate negatives, painted photographs, and photo-postcards. The collection is particularly strong in areas such as archaeology, architectural history, the urban development of colonial cities, military studies, anthropological studies and topography. AFA's curator, Rahaab Allana co curated the special project *A Cinematic Imagination: Josef Wirsching and the Bombay Talkies* for Serendipity Arts Festival.

Avid Learning is the public programming platform and cultural philanthropy arm of the Essar Group, with the vision of featuring the best of Indian and international writers, artists, thinkers and cultural experts, in the fields of Arts, Literature, Culture and Heritage, Design and Innovation through engaging formats like workshops, panel discussions, gallery walkthroughs, master classes and festivals. Avid Learning collaborated with the Festival by bringing across speakers for the Talking Culture series.

The Foundation for Indian Contemporary Art (FICA) is a non-profit organization that aims to broaden the audience for contemporary Indian art, enhance opportunities for artists, and establish a continuous dialogue between the arts and the public through education and active participation in public art projects and funding. FICA collaborated with Serendipity Arts Foundation with the month long course, "The Moving Image", a course exploring Light, Movement and Narrative, as well as children's workshops in Goa as a lead up to the Festival.

Sampad Arts and Heritage's mission is to connect people and communities with South Asian and British Asian arts and heritage and to play a cutting-edge role in the creative economy. Sampad collaborated with the Festival to bring across *About the Elephant* to Goa.

Rukmini Chatterjee and The Beijing City Contemporary Dance Company came together to bring a special dance project titled *Shiv Yin: A Celebration of Life*.

SHIV YIN: A CELEBRATION OF LIFE  
by Rukmini Chatterjee  
@DB Ground



*"The Serendipity Arts Festival is going from strength to strength after opening with a big bang in its first edition. A visitor experiences the unexpected, as art transcends boundaries in works that are a sensory surprise."*

Ivinder Gill, Features Editor  
Financial Express

- 01 ADIL SHAH PALACE**
- 02 ART PARK**
- 03 BENTO MIGUEL**
- 04 DB GROUND**
- 05 OLD GMC COMPLEX**
- 06 CAPTAIN OF PORTS JETTY**
- 07 KALA ACADEMY**
- 08 PROMENADE**
- 09 PWD COMPLEX**
- 10 SANTA MONICA JETTY**



# Curators

## *Craft*

Annapurna Garimella  
Manjari Nirula

## *Music*

Ranjit Barot  
Shubha Mudgal

## *Theatre*

Anuradha Kapur  
Lillete Dubey

## *Dance*

Sanjeev Bhargava  
Tanusree Shankar

## *Culinary Arts*

Manu Chandra  
Odette Mascarenhas

## *Visual Arts*

Ranjit Hoskote  
Riyas Komu

## *Photography*

Dinesh Khanna  
Prashant Panjiar

ANTI-MEMOIRS: LOCUS, LANGUAGE  
LANDSCAPE  
curated by Ranjit Hoskote  
@Adil Shah Palace



# Craft

A large part of the focus of the craft programme for SAF 2017, curated by Manjari Nirula and Annapurna Garimella looked at Goan craft and architecture as a long term engagement with the region through the Serendipity Barefoot School of Craft: Made in Goa. The Jaali project, curated by Manjari Nirula, aimed to show the creativity, dexterity and range of materials, techniques and regional hand skills still being practiced in India. They also showed how craftspeople are responding to new influences and contemporary lifestyles, while still retaining their own signature and ethos.

## LIST OF PROJECTS

### Jaali

*Curated by Manjari Nirula  
Collaborator: Laila Tyabji*

### Serendipity Barefoot School of Craft: Made in Goa

*Curated by Annapurna Garimella  
Collaborator: Dean d'Cruz (Mozaic)*

## SPECIAL PROJECT

### The Pano Bhaju: Influences & Inspirations

*Curated by Wendell Rodricks*



Jaali  
*curated by Manjari Nirula  
@Adil Shah Palace*

PANO BHAJU: INFLUENCES & INSPIRATIONS  
curated by Wendell Rodricks  
@Adil Shah Palace

Jaali  
curated by Manjari Nirula  
@Adil Shah Palace

SERENDIPITY BAREFOOT SCHOOL OF CRAFT: MADE IN GOA  
curated by Annapurna Garimella  
@ Art Park



# Music

Moving away from purely traditional musical performances, the Festival's music curators – Shubha Mudgal and Ranjit Barot – explored innovations in music using technological interventions and a myriad of genres and styles. Ranjit Barot showcased national and international excellence through different forms of music, looking at the influence of jazz through *A Night in Harlem*, and through fusion bands such as Shadow and Light and young stars who have a massive online following but have rarely performed on the big stage. Shubha Mudgal addressed interdisciplinarity in music by showcasing diverse formats of representation: *Sonic City* as an exhibition which dealt with sound and movement and *People's Music* which examined the history of protest music in India.

## LIST OF PROJECTS

### A Night in Harlem

*Curated by Ranjit Barot*

### Baithak

*Curated by Shubha Mudgal*

### Dhamaal

*Curated by Aneesh Pradhan and Shubha Mudgal*

### Explorations with Shadow and Light

*Curated by Ranjit Barot*

### Parikrama

### River Raga

*Curated by Shubha Mudgal*

### Sonic City

*Curated by Shubha Mudgal*  
*Collaborators - Himanshu Bablani, Sumant Jayakrishnan*

### Stars in the New Sky

*Curated by Ranjit Barot*

## SPECIAL PROJECTS

### Coke Studio

*Faridkot*

### Mukhtiyar Ali

### Drum Circle

*Conducted by Taal Inc.*

### Music in the Park

*DJ Coli, Joanne Fernandes, Maxie Miranda, The Monteiros, The Banjara Quartet, Natalie Matos trio*

### People's Music

*Curated by Sumangala Damodaran*  
*Collaborators - Sudhanva Deshpande, Shaaz Ahmed*



**Dhamaal**  
*curated by Aneesh Pradhan and Shubha Mudgal*  
@DB ground

**A NIGHT IN HARLEM**  
*curated by Ranjit Barot*  
@DB Ground

**SONIC CITY**  
*curated by Shubha Mudgal*  
@ Adil Shah Palace

**RIVER RAGA**  
*curated by Shubha Mudgal*



# Theatre

Keeping the ethos of the Festival in mind, the theatre section of SAF 2017 aimed to transcend boundaries in theatrical practices and engagement, in order to create a unique experience for visitors. Curated by Lillete Dubey and Anuradha Kapur, this year's programming, apart from bringing acclaimed Indian theatre performances to the festival, looked at physical, urban popular and experimental forms of theatre which questioned traditional notions of site, context, spectatorship and audience participation.

Further, visitors had a chance to view young theatre shows, that focused on innovation like Faezeh Jalali's *Shikhandi* and Tushar Pandey's *Dumb Wait-err*, along with unique performances by experienced theatre practitioners such as Maya Rao's *Quality Street* and Neelam Mansingh Chowdhry's *Dark Borders*.

## LIST OF PROJECTS

**Bandish 20-20000Hz**  
*directed by Purva Naresh,*  
*originally created for AADYAM,*  
*Aditya Birla Group*

**Dance Like A Mother**  
*conducted by Accelerated Intimacy*

**Dark Borders**  
*directed by Neelam Mansingh*  
*Chowdhry*

**Dumb Wait-err**  
*directed by Tushar Pandey,*  
*A Samagra and Push & Pull*  
*production*

**Lose Your Mind, Use Your Body**  
*conducted by Faezeh Jalali*

**Maya Bazar**  
*directed by Rekandar Nageswar*  
*Rao of Sri Venkateswara Natya*  
*Mandali, (Surabhi Theatre)*

**Muktidham**  
*directed by Abhishek Majumdar*  
*originally commissioned by IFA*

**Shikhandi**  
*directed by Faezeh Jalali,*  
*An NCPA and FATS theArts*  
*production*

**Site Matters: A Performance**  
**Workshop**  
*conducted by Jane Collins and*  
*Firos Khan*

**Quality Street**  
*directed by Maya Krishna Rao*

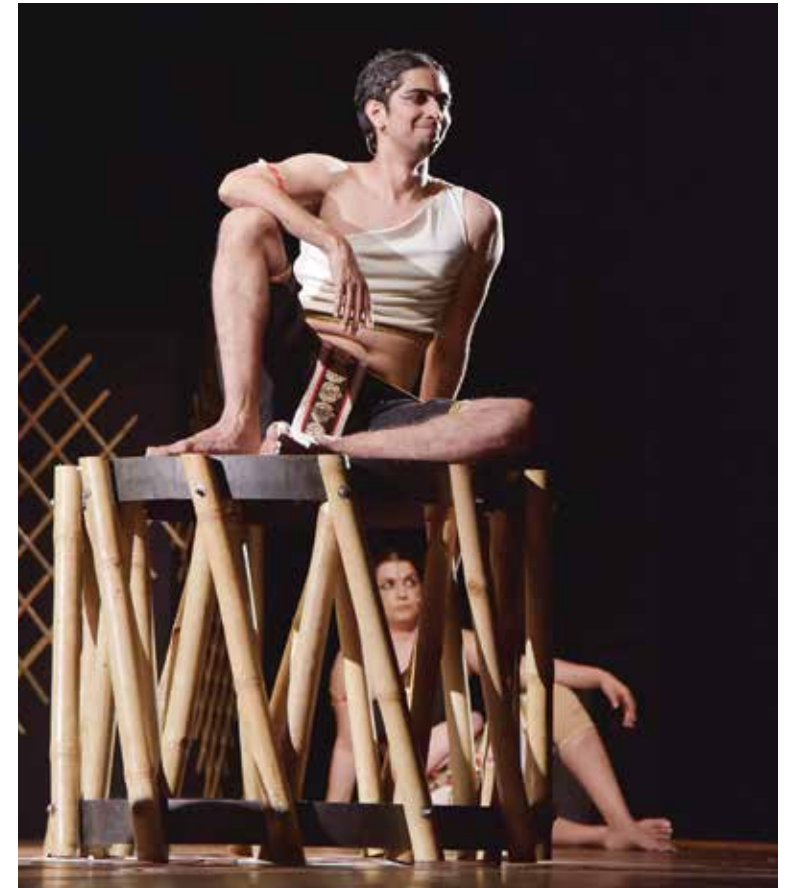
**MUKTIDHAM**  
*directed by Abhishek Majumdar*  
*@Kala Academy*



**SHIKHANDI**  
*directed by Faezeh Jalali*  
@Kala Academy

**DARK BORDERS**  
*directed by Neelam Mansingh Chowdhry*  
@PVD

**MAYA BAZAR**  
*directed by Rekander Nageswar Rao*  
@Kala Academy



# Dance

Curated by Tanusree Shankar and Sanjeev Bhargava, the dance programming for SAF 2017 expanded its focus from the previous edition to explore classical and contemporary dance forms in new and interpretive ways. The programming was an energetic and compelling blend of commissioned pieces featuring emerging talent, such as *Purush*, choreographed by Robert Moses Kin, as well as performances by luminaries in the field, including Astad Deboo, Aditi Mangaldas and Daksha Sheth's dance troupe. Important connections emerged, such as *About the Elephant* in collaboration with Sampad Arts and Heritage, UK and *Shiv Yin: A Celebration of Life* with Rukmini Chatterjee and The Beijing Contemporary Dance Company. In addition to this was an Expressive Movement Therapy workshop conducted by Tripura Kashyap as part of a special interactive workshop.

## LIST OF PROJECTS

### About the Elephant

*Curated by Tanusree Shankar,  
Sampad Arts and Heritage*

### Purush

*Curated by Tanusree Shankar,  
Choreographed by Robert Moses  
Kin*

### Rhythm Divine II - River Runs Deep

*Astad Deboo*

### Sandhi

*Curated by Sanjeev Bhargava*

### Sari: The Unstitched

*Daksha Sheth Dance Company*

### Uncharted Seas

*Aditi Mangaldas Dance Company*

## SPECIAL PROJECTS

### Shiv Yin: A Celebration of Life

*By Rukmini Chatterjee and Beijing  
Contemporary Dance Company*

### Expressive Movement Therapy Workshop

*Conducted by Tripura Kashyap*



*Sari: The Unstitched  
Daksha Sheth Dance Company  
@Kala Academy*



**DANCING EMPTINESS (SANDHI)**

*Gauri Diwakar*  
@Kala Academy

**ABOUT THE ELEPHANT**

*Vidya Patel & Connor Scott / Sampad Arts and Heritage*  
@Kala Academy

**PURUSH**

*curated by Tanusree Shankar / choreographed by Robert Moses Kin*  
@DB Ground



# Culinary Arts

Moving away from the idea of food as sustenance alone, culinary arts curators Odette Mascarenhas and Manu Chandra took a closer look at food as an art form through curated food stalls and workshops, with a focus on local produce and regional flavours.

Odette Mascarenhas focused on the coconut as an integral element to many Goan dishes, allowing local establishments to showcase delectable traditional and contemporary dishes highlighting this ingredient. The festival also explored food and the experience of eating as something which is playful, engaging and magical through collaborations with the Center for Genomic Gastronomy, Mason & Co., Fratelli Wines, as well as workshops conducted by established chefs such as Aditya Raghavan, Vicky Ratnani and Sarah Todd.

## LIST OF PROJECTS

Brinjal Taste-test and Seed-saving  
Cart

*Center for Genomic Gastronomy*

Planetary Sculpture Picnic

*Center for Genomic Gastronomy*

Stand on the Street

*by Aruna Ganesh Ram*

The Coconut Story

*Curated by Odette Mascarenhas*

## WORKSHOPS

*Curated by Manu Chandra*

Bean to Bar Tasting & Dialogue

*by Mason & Co.*

Cheese Traditions of India: The Old  
and The New

*by Aditya Raghavan*

Liz and Jo's Spicy Duet on the  
Vindalho

*by Liz and Joanne Da Cunha*

Sangiovese: A Journey from  
Tuscany to Maharashtra

*by Craig Wedge*

Serendipity - the Crab Xacuti 'Take'

*by Sarah Todd*

Sunrise to Sunset

*by Vicky Ratnani*

Stand on the Street  
By Aruna Ganesh Ram  
@GMC complex



**CHEESE TRADITIONS OF INDIA: THE OLD AND THE NEW**  
conducted by Aditya Raghavan  
@GMC Complex

**SUNRISE TO SUNSET**  
conducted by Vicky Ratnani  
@GMC Complex

**BRINJAL TASTE-TEST AND SEED-SAVING CART**  
by Center for Genomic Gastronomy  
@Promenade



# Visual Arts

Curated by Ranjit Hoskote and Riyas Komu, the visual arts programming at SAF 2017 aimed to look at the past, present and future of the arts in the South-Asian subcontinent, in a contemporary as well as an archival context. While Riyas Komu's *Young Subcontinent* was a platform for young cultural activists from South-Asian countries to showcase their work, produced under the curator's mentorship, Ranjit Hoskote's *Anti Memoirs: Locus, Language, Landscape* looked at artists from the colonial, postcolonial and contemporary eras addressing the challenge of a 'present' that is always saturated in its past.

In addition to this, the visual arts spectrum included guest curators and artists whose work represents innovation in art forms, mediums, and display, in an attempt to redefine the manner and spaces in which art is accessed. This included street art, public art, interactive art installations, and a special show that included Goan artistic traditions and the local art community.

## LIST OF EXHIBITIONS

**Anti-Memoirs: Locus, Language, Landscape**  
*Curated by Ranjit Hoskote*

**Young Subcontinent**  
*Curated by Riyas Komu*

**Dharti Arts Residency**  
*Curriculum coordinator Gayatri Uppal and Serendipity Arts Foundation*

## SPECIAL PROJECTS

**Arrivals and Departures: A Glimpse of Contemporary Asian Cinema**  
*Curated by C.S. Venkiteswaran*

**Detritus: Matter Out of Place**  
*Curated by Vidya Shivadas*

**Mapping Mapusa Market**  
*by Orijit Sen*

**Now You See It!: The Invisible River of Konkani Surrealism**  
*Curated by Vivek Menezes*

**Passage: The Life of a Wall on Lin He Road**  
*by Nonny de la Peña in collaboration with Asia Art Archive*

**Reimagining Gandhi: An Artist's Vision**  
*by Subodh Kerkar*

**St+art Goa**  
*by St+Art India Foundation*

**The Ground Beneath My Feet**  
*by Asia Art Archive, HH Art Spaces and Vishal K. Dar*

**Detritus: Matter Out of Place**  
*work by B.V. Suresh  
curated by Vidya Shivadas  
@GMC Complex*



**MAPPING MAPUSA MARKET**

by *Orijit Sen*  
@Adil Shah Palace

**ANTI-MEMOIRS: LOCUS, LANGUAGE, LANDSCAPE**

works by *Ravi Agarwal*, curated by *Ranjit Hoskote*  
@Adil Shah Palace

**YOUNG SUBCONTINENT**

works by *Biju Ibrahim* curated by *Riyas Komu*  
@PWD Complex



# Photography

Photography curators Dinesh Khanna and Prashant Panjiar addressed experimentation within photography in 2017; they challenged traditional notions of display and ways of viewing, looking at both archival and contemporary photographic practices. The focus was on interdisciplinarity in photography, with projects addressing a myriad of topics ranging from environmentalism like Arati Kumar-Rao's show *A Slow Violence: Stories from the Largest River Basin in the World* to the history of Indian jazz, brought alive through Prashant Panjiar's *The Music Stopped, But We Were Still Dancing...*

This discipline also included collaborative shows with eminent people and institutions from the field, which expanded photography to include discourses on film, photobooks, and projection as a relevant photographic medium.

## LIST OF PROJECTS

**A Slow Violence: Stories from the Largest River Basin in the World**  
*by Arati Kumar Rao*  
*Discipline Curator - Dinesh Khanna*

**Exploring Panjim's Secrets**  
*by Manish Jaju, Assavri Kulkarni*  
*Discipline Curator - Dinesh Khanna*

**Nature Untamed**  
*by Anup Shah*  
*Discipline Curator - Dinesh Khanna*

**Oceans of Life: India's Coastal Inhabitants**  
*by Navtej Singh*  
*Discipline Curator - Dinesh Khanna*

**The Music Stopped, But We Were Still Dancing: Goan Musicians in the Early Jazz & Hot Dance Era**  
*Curated by Prashant Panjiar*  
*Collaborator - Naresh Fernandes*

**UNSUNG: Celebrating the Extraordinary Grandeur of Smallness**  
*Curated by Mahesh Bhat*  
*Discipline Curator - Dinesh Khanna*

## SPECIAL PROJECTS

**A Cinematic Imagination: Josef Wirsching and the Bombay Talkies**  
*Curated by Rahaab Allana & Debashree Mukherjee*  
*Collaborators - Sudeep Chaudhari, Georg Wirsching*

**Master Ji**  
*by Dayanita Singh and Mark Morris*

**Pocket Museum**  
*by Dayanita Singh*



Oceans of Life: India's Coastal Inhabitants  
photographs by Navtej Singh  
curated by Dinesh Khanna  
©Adil Shah Palace

**NATURE UNTAMED**

*photographs by Anup Shah, curated by Dinesh Khanna  
@Art Park*

**POCKET MUSEUM**

*by Dayanita Singh  
@Adil Shah Palace*

**A CINEMATIC IMAGINATION: JOSEF WIRSCHING AND THE BOMBAY TALKIES**

*curated by Rahaab Allana and Debashree Mukherjee  
@Adil Shah Palace*



# Children's Art Reach Programme

An intrinsic part of the Serendipity Arts Festival 2017 was the children's art reach programme reaching out to 1000 school children of Goa through a range of exciting art-based workshops and curatorial walks that were conducted every day, throughout the Festival.

*Old Pastels, New Ways* explored the experimental potential of oil pastels beyond 'filling within the lines';

*Plates and Prints* introduced the earliest and most accessible form of print making, where children created their own little relief prints using everyday materials.

*Sea Life Craft* explored and re-imagined the sea, its diverse fauna and our relationship with it through craft; *My Goa, in Goa*, neighbourhoods and lived experiences were sketched from memory, revisiting and relishing personal narratives embedded in the vibrant settings of Goa.

## LIST OF WORKSHOPS

I Make Myself

Old Pastels, New Ways

Sea Life Craft

Warli Today

The Red Dot Project

*"When we imbibe art in a mindful way, it gently nudges us to interact. Unlike other direct forms of expression, it is not something you can read and/or understand at a glance. Art makes us appreciate the all-pervading greys that surround us, making room for as many interpretations as there are audience."*

**Nandita Iyer**  
Author and Blogger

**Detritus: Matter Out of Place**  
work by Moonis Ahmad Shah  
curated by Vidya Shivadas  
@GMC Complex





# Accessibility

At Serendipity Arts Festival, we believe that art should be accessible to all. At SAF 2016, Siddhant Shah conceptualized *Senses*, which included not only art reproduced in braille, but also braille site maps and signage, as well as sensitization workshops along with curated walks for the less-abled. We were delighted to extend this programme as *Senses 2.0* at SAF 2017.

## LIST OF ACTIVITIES

Chaap Choop block printing

Blind photography workshop

Hear and smell to paint

Curated walks + activities



CHAAP CHOOP  
by Siddhant Shah  
@Adil Shah Palace

# Special Events

## “Art as a Catalyst for Change “ closing conference for Young Subcontinent

*A conversation between Riyas Komu , Dr. C. S. Venkiteswaran, Omaid Sharifi, Sangeeta Thapa, Thamotheeram Sanaathanan and Karma Wangdi  
Moderated by Amrith Lal*

## Art Spectrum Awards: South Asia

*Serendipity Arts Foundation, Mojarto, NDTV*

## Christie’s Conclave: “Indian Art from 1700-1850”

## Craft Beton exhibition

## Comedy Wagon

*Daniel Fernandes, Karunesh Talwar, Neeti Palta*

## Jagran Shorts

*Jagran Film Festival*

## Talking Culture

*David de Souza, Sudhanva Deshpande, Sohail Hashmi, Piali Ray, Tomazinho Cardozo, Ranjani Krishnan, KS Radhakrishnan*

## The Enriching Journey

*installation by Hemi Bawa*

## Yarn Bombing

*by Raj Art Initiative*



## THE ENRICHING JOURNEY

*by Hemi Bawa*

@GMC Complex

## ART SPECTRUM AWARDS: SOUTH ASIA

*Serendipity Arts Foundation, Mojarto, NDTV*

@DB Ground

## COMEDY WAGON

*featuring Daniel Fernandes, Karunesh Talwar and Neeti Palta*

*(in photograph)*

@Kala Academy



## Patron's Circle

The 'Patron's Circle', a select group constituting individuals and companies both, played a pivotal role by supporting the Festival's cultural projects both financially and through their knowledge and expertise. Patrons shared the ethos and aspirations of the projects by sharing their personal journey in the Arts. They shared the Festival's vision with dignitaries, invitees, key media, international curators, directors, artists, and all other participants.

*"Tata Consultancy Services (TCS) is very happy to have partnered with the Serendipity Arts Festival (SAF). We look beyond IT and promote different art events across the country, which help us showcase the culture of India through performing arts across genres. For us at TCS, it has been a truly satisfying journey of encouraging, promoting, and nurturing the rich intangible heritage of India through these events across the years. We are happy to be associated with SAF-Goa 2017, which is thoughtfully curated across art disciplines, travels beyond boundaries with a refreshing perspective to art and culture. I am sincerely humbled to have been a part of such a massive production for the past eight days. Mr. Munjal has awakened the love of art in the country, and we hope that the festival continues to pick up the momentum it has gathered and grow to become an international feature."*

**Ravi P V Viswanathan**  
CMO, Tata Consultancy Services

SUNIL KANT MUNJAL [FOUNDER]

SHEFALI MUNJAL

PUNEET & AVANTIKA DALMIA

SHRINIVAS DEMPO

ASHISH HEMRAJANI

SURAJ MORAJKAR

GOPAL JAIN

### 2016 PATRONS

ASHISH HEMRAJANI

KIRAN MAZUMDAR SHAW

MALLIKA SRINIWASAN

SANGITA JINDAL

SHRINIVAS DEMPO

ANITA LAL

MONICA VOHRA

SHREYASI GOENKA

SHOBANA KAMINENI

# Corporate Social Responsibility

Be the Corporate that's Socially Responsible:

Schedule VII of the Companies Act of 2013 allows sponsorship of Arts and Culture to be counted as CSR, giving corporates an effective and worthwhile cause to invest in. One can use CSR funds towards patronage of arts and culture that may not accrue any direct benefits in terms of branding; but, provide valuable reputational perks and amplifies visibility benefits.

KPMG in India has reviewed the compliance of the Serendipity Arts Festival project against CSR related requirements of Companies Act, 2013.

The objectives of Serendipity Arts Foundation fall within one of the thematic areas mentioned in the Schedule VII of the Act. The following focus areas will be considered from Schedule VII(2): the promotion education, including special education & employment enhancing vocational skills and the protection of national heritage, art and culture including restoration of building and sites of historical importance and works of art; the promotion and development of traditional arts and handicrafts.



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Project Partners



Knowledge Partners



Special Thanks



Media Partners



Online Art Partner



Venue Partners



*"It was brilliantly organized and art work was very well depicted. The idea behind it is invaluable, as all are frustrated today - at all levels, personal, social and political - and there's no better way to express those frustrations than through art..."*

Vishal Arora, Contributor  
The Diplomat

**1200+**

**MEDIA CLIPPINGS**

**17.1 MN+**

**DIGITAL OUTREACH**

**750 MN+**

**PR VALUE**

**3,85,00,00,000**

**MEDIA VALUE**

**3,00,000**

**FOOTFALLS**

**17.1%**

**ENGAGEMENT RATE**

# Media Outreach and Coverage

From September till the end of January 2018, over 1200 stories appeared in national and local print and online media, covering all the 7 art disciplines the festival showcased. More than 100 hosted and local media persons attended the festival in Goa, writing on different aspects. Amongst the prominent dailies stories were featured in PTI, IANS, UNI (which multiplied digitally) and were carried by regional and national and regional dailies like The Times of India, The Economic Times, Hindustan Times, The India Express, The Hindu, Financial Express, DNA, Business Standard, Dainik Jagran, Dainik Bhaskar, The Goan, The Goa Herald, Navhind Times etc. Reputed magazines such as Architectural Digest, Better Photography, Travel & Leisure, Vistara, JetWings, Art India, Conde' Nast Traveller India etc. gave in-depth coverage of projects. NDTV also created and delivered special capsules, vignettes and documentaries on the Festival as our exclusive broadcast media partner.

## PROMINENT PARTNERSHIPS

Tata Consultancy Services came on board as a 'Powered By' partner of the festival. Times of India & Dainik Jagran gave festival wide pre, during and post event coverage nationally as well as regionally.

Mojarto.com was the exclusive 'Online Art Partner' and Smart City Development Limited supported the festival in all aspects in Goa.

*"The pace and grand scale of the festival, the awe-inspiring set productions, the inspiring artwork and the mesmerizing sculptures and the opulent exhibits have bridged the gap of the dying art forms came alive and revived India's cultural heritage and culinary promenade capturing every art, craft, and culinary connoisseurs' heart."*

Excerpt from article in Indian Samvad , 26 December 2017

*Part of the second edition of the Serendipity Arts Festival, which concluded on December 22, the barge became a vehicle to link the past and the present to raise questions on the ways of the world. A visually stunning work of art appealing to the aesthetics of a viewer, the barge was also a political statement that addressed issues like migrant labour, climate change and refugees. "It's a challenge and an opportunity to address these questions from the belly of the beast," said Sabih Ahmed, a researcher with Asia Art Archive, which collaborated with Goa-based art foundation HH Art Spaces and Serendipity Arts Trust, which organises the festival, to mount the art work, titled The Ground Beneath My Feet. The artwork went beyond the boat's own character to the ever-changing relationship between people and nature.*

Excerpt from article in Financial Express by Faizal Khan, 24 December 2017

## PRINT MEDIA

3 months plus aggressive print campaign across the publications

### NATIONAL

Times Of India, Dainik Jagran, Forbes, GQ, JetWings Domestic & International, Impact (exchange4media)

### REGIONAL

Navhind Times, Gomantak Times, O Herald, Goa Doot, Viva Goa, Business Goa, Goa Observer

## TELEVISION

### NATIONAL

for over 2 months which included promos, capsules, vignettes, tickers, Astons, news feeds, followed by a series of festival telecasts.

### REGIONAL

A month long campaign was hosted by Goa 365, the biggest local broadcast network in Goa

## RADIO

### NATIONAL

The popular 94.3 Radio One International, promoted the festival via regular radio spots & RJ interactions in a 1.5 months long campaign across the 7 cities.

### REGIONAL

The famous radio station, 91.9 Indigo, Goa hosted an aggressive campaign in the form of radio spots, RJ interactions and interviews as our regional Radio partner.

## OUTDOOR

More than 12 outdoor sites in Goa, Bangalore & Pune were strategically planned and communication on billboards, bus shelters, mobile vans, car/shuttle wraps was put at the most prominent locations for festival awareness.

## DIGITAL

### WEBSITE

-38,500 plus unique visitors @ 59% new users  
-65,000 plus total visitors @ 41% revisits  
-25,000 plus festival registrations through website  
-1,55,000 plus page views within November 2017 to January 2018

### SOCIAL MEDIA

Facebook: 1 Lakh plus followers  
Instagram: 6,000 plus followers  
Twitter: 1300 plus followers  
Google Ads Words: 1.4 Mn. Plus impressions  
Digital Mailers:  
-Monthly awareness e Mailers to the registered database to maintain engagement  
-Marketing e Mailers to CXOs, decision makers, media heads, influential across the industry through platforms like exchange4media.

**THE GROUND BENEATH MY FEET**

by Asia Art Archive, HH Art Spaces and Vishal K. Dar  
@Captain of Ports Jetty





# Volunteer Programme

Over 450 dedicated and enthusiastic individuals, of all ages and backgrounds, formed a formidable Volunteers force that enabled smooth running of the festival and ensured that our audiences had an unforgettable experience. Being a Volunteer also provided them with a chance to work closely with an incredible line-up of artists and curators, and experience what it takes to put together a large scale cultural event. We hope this experience will lead to some of them choosing to become more involved with the arts community in future.

*"A cultural experience in itself, the festival was a wonderful attempt to close the gap between the creators and their audiences, while creating an immersive discourse between both.*

*Being a long-term cultural project that hopes to bring along a positive change in the arts scene in India, the second edition managed to cover a lot of ground in terms of sheer scale and footfall by pushing boundaries and experimenting with site, form, and display. Along with a lineup of scintillating programming, the last year's edition was an unmissable spectacle of epic proportions."*

**Rahul Prabhaker**  
Blogger



# Special Thanks

Ashwani Sharma  
Shruti Narayan  
Prakash Nair  
Sadanand Thakur  
Jai Hind Rai  
Kranti Singh  
David de Souza  
Sudhanva Deshpande  
Sohail Hashmi  
Piali Ray  
Tomazinho Cardozo  
Ranjani Krishnan  
KS Radhakrishnan  
Joginder Singh  
Harinder Singh  
Monica Arora  
Ashish Rane & Team  
91 Springboard  
Arvind Murali

## AGENCIES

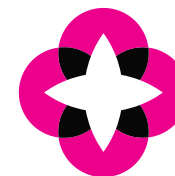
Brewhouse  
Elefante  
THOT  
Radiant  
Scenografia Sumant  
Lirio Lopez  
Perfect Relations  
One Frame  
Star World Wide



# Team Members

Smriti Rajgarhia (Foundation & Festival Director)  
Akanksha Dutta  
Archit Kaushik  
Arnav Adhikari  
Ashutosh Sharma  
Avinash Kumar  
Dipanjan Bhowmick  
Divya Sachdeva  
Gulnar Oberoi  
Harsh Bahadur  
Kadambari Gladding  
Ketaki Varma  
Manoj Singh  
Mayank Bharadwaj  
Minaal Mehra  
Moakshaa Vohra  
Nandita Jaishankar  
Nitya Iyer  
Parveen Agarwal  
Pavneet Pal Singh  
Pooja Yadav  
Prerna Jaiswal  
Rishabh Kakar  
Rohit Kumar Jha  
Rohit Soni  
Sabina Bano  
Shivneet Singh  
Sukarn Khankriyal  
Taarini Savara  
Trisha Mohan  
Tushar Sharma  
Vidhi Sharma  
Vinod Rodiyal  
Yadu Kathuria





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YOUNG SUBCONTINENT  
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curated by Riyas Komu  
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