

# Festival Director



**PRATHIBHA PRAHLAD**  
Festival Director

Festival Director **Prathibha Prahlad** is a cultural visionary, whose contribution to the field of arts is profound and unparalleled in contemporary Indian dance history.

Starting her performance career as a **Bharatanatyam dancer** at the age of 6, she was hailed a star before she turned 20. Prathibha Prahlad has done pioneering work in dance choreographies that combine different classical styles seamlessly and project the unifying thread of Indian dance traditions. With her innovative creativity that transcends the mechanical in the Prathibha is an unusual dancer who is truly versatile. She combines in herself various roles of **performer, teacher, choreographer, researcher, cultural change-maker, arts administrator and media person** to all of which she brings exacting standards.

Her passionate belief in the strength of traditional forms combined with a contemporary understanding of the changing dynamics in the art world give Prathibha Prahlad's dance and choreographies an aesthetic and immediate appeal. A post graduate degree in Mass Communications, and in English Literature and an enviable experience in the performance, print and television media add to her distinction as an arts visionary. Prathibha writes articles in leading newspapers and is a frequent invitee to seminars and other academic activities internationally. She has produced, directed and acted in television serials and documentaries. Prathibha Prahlad is also a published author of several books on **dance and cultural anthropology**.

**Delhi International Arts Festival** was conceived and founded by Prathibha Prahlad.

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## Festival Council

**Aruna Vasudev** – Special Advisor & Film Activist & Commentator  
**Shanta Serbjeet Singh** – Arts Critic & Vice Chairman – Sangeet Natak Akademi  
**Rati Vinay Jha** – Retd. Bureaucrat & Social & Cultural Activist  
**Madhu Kishwar** – Professor @ CSDS, Chairperson – Manushi  
**Lalit Mansingh** – Former Foreign Secretary  
**Ashok Vajpeyi** – Retd. Bureaucrat & Poet & Art Visionary  
**Anita Singh** – Cultural Activist  
**Sundari Nanda** – IPS & Cultural Activist  
**S K Aggarwal** – Educationist  
**U. Radhakrishnan** – Film Activist  
**Jyotica Sikand** – Cultural Activist

**Gurdit Singh** – Manager  
**Naveen Jaiswal** – Design

# Bringing people and nations together



## ABOUT THE FESTIVAL

**Delhi International Arts Festival** is positioned as India's 'Signature Festival' and efforts are on to place it on the international cultural map so that it attracts artistes, writers, connoisseurs and tourists from all over the world and serves as a significant **platform for cultural diplomacy**. Cutting across geographical barriers and looking beyond cultural stereotypes, **DELHI INTERNATIONAL ARTS FESTIVAL (DIAF)** is a rare bouquet of all forms of art including literature that unifies the globe into one aesthetic. The festival is not just the Capital's but the entire Nation's first such arts initiative.

**Delhi International Arts Festival**, the first multi-art, multi-venue annual cultural festival made its debut in December 2007. For 5 years now, DIAF has been the most influential and prestigious Arts Festival of Delhi. The Festival annually gives Delhi a rich artistic skyline comprising visual and performing arts, films, literature. An umbrella Festival of all genres of music, dance, theatre, puppetry, literature, poetry, films etc, it is designed to involve and sensitize the local community to the multi-dimensional facets of the various art forms from all over the world by providing a common ground for interaction between the artists and the mass audience.

**The Delhi International Arts Festival** is therefore important and necessary for the audience, the artist and for the community in general, driven as it is with its sustained cultural energy. **DIAF** has influenced the capital city's cultural landscape and changed the dynamics of presentation and consumption of culture.

**"The Dept. Of Posts, Ministry of Communications & IT unveiled a special commemorative envelope of the Delhi International Arts Festival on 30 th October, 2011 with a special MY STAMP of Festival Director Prathibha Prahlad in a rare and unique honor accorded to the Festival & the Founder- Festival Director".**

## MISSION

Our mission is to be the most exciting, innovative and accessible Festival of the arts this part of the world, and thus promote the cultural, economic and social projection of India as a global soft power. The high visibility of India as a diverse, dynamic, peaceful, multicultural, refined and tolerant nation will also serve to attract potential investors from around the world. Through bilateral and multilateral activity primarily in art and culture, India is projected as a **meeting place of ideas**.

**The Delhi International Arts Festival provides an annual opportunity** for Indian and International business houses to develop a strong visionary profile. The festival encourages people to people cultural and emotional ties and helps interfacing between the artistic and business communities. This powerful projection of India in the world serves as a cogent tool for **cultural diplomacy and cultural tourism**.

## BELIEF

We, at **DIAF**, believe that aesthetics are never compartmentalized by forms or controlled by countries. Creativity is a notion constantly in search of new contents and forms. **DIAF** looks forward to **inviting art projects** from other parts of the world and opening new avenues for explorations of different approaches to the development and creation of artistic works. It also believes in reviving and re-projecting many ancient traditional art forms of India and the sub-continent thereby creating newer audiences and opportunities for continuation of intangible heritage. In this sense the festival committee has taken the first step towards offering a new and unique model that is non-judgmental of the art forms presented and non-bourgeois.

**DIAF** brings global perspective in terms of aesthetic and artistic experience into the city simultaneously offering local artists the opportunity to interact and perform in an international context. **Delhi International Arts Festival** is a cultural confluence where boundaries dissolve and the idiom of one world comes alive.

जहां भारत मिले विश्व से  
where India meets the world



विशेष आवरण  
Special Cover



## FUNDING

The Festival is responsible for funding all its activities. As a not-for-profit organization and a registered charity, its budget is a carefully balanced mix of income raised from donations, fundraising and sponsorship, along with public sector grants.

70% of the Festival's expenditure is allocated directly to meeting the costs of presenting performances: artists' fees and travel, local hospitality, hiring the venues, and paying the technical costs involved with staging events. The remaining 30% of the budget is spent on marketing, fundraising and administration.

Yet in its **nascent stage**, the Festival heavily depends on **Collaborations and partnerships** to ensure larger numbers of venues, art forms and participating artistes as also for publicity and **wider reach**.

The Indian Council for Cultural Relations,, Union Ministry of Culture, Union Ministry of Tourism, Union Ministry of Information & Broadcasting, Sangeet Natak Akademi, India Tourism Devt. Corporation, Indira Gandhi National Centre for the Arts, Directorate of Film Festivals of India, National School of Drama, National Gallery of Modern Art, Sahitya Akademi, Lalitkala Akademi, National Museum, National Archives, Doordarshan, the National television and the Govt. of NCT of Delhi and the Zonal Cultural Centers have been invaluable partners of DIAF over the last three years.

## Have you been engaged or inspired by the Festival?

Seen a special Festival performance or enjoyed the city in all its vibrant life? The Delhi International Arts Festival would not exist without the support of Ministries, semi-govt. organizations, corporations, psus', trusts, foundations, and individuals. We would love you to join them and help create an unparalleled cultural equity for India.

**Donations / Sponsorship / Grants may be made to Prasiddha Foundation A/c DIAF or Forum For Art Beyond Borders - both registered non-profit cultural Trusts.**

*All Sponsorship, Grants & donations to Prasiddha Foundation is exempted under section 80(G)(5)(vi) of the Income Tax Act, 1961. Sponsorship, Grants & donations can also be made in favour of Forum For Art Beyond Borders Trust.*

## Inviting Entries / Collaborations / International Participation

As a Public- Private Partnership endeavor, DIAF under one umbrella will have many streams such as festival of classical dances, festival of classical music, choreography festival, theatre festival, folk dance festival, art exhibitions, performances by international artistes, film festivals, western music, poetry/literary weekend, Sufi music, ghazals, popular music, fusion music, bands, young artistes' festival and 15- minute fringe festival.

## Please include the following items in your proposal:

- Application Letter
- Artistic description of the work
- Reason for wanting to participate in the Delhi International Arts Festival
- Biographies of the artistes involved
- Technical specifications, design ideas, stage & lighting plans sketches
- Copy of the script (if applicable)
- DVD/VCD/Video/CD of performance (If it is a new work, please submit DVD/VCD/Video/CD of previous work)
- Images (in high resolution if electronic copies are submitted)
- Reviews, press cuttings and critiques (with translations in English if applicable)
- Company background and work
- Performances previously staged (both in your home country and abroad)
- Any other supporting documentation

**Prasiddha Foundation**  
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जहां भारत मिले विश्व से  
where India meets the world



**delhi international arts festival**  
[www.diaf.in](http://www.diaf.in)

**डी.आई.ए.एफ. का लक्ष्य**

हमारा लक्ष्य नयी पीढ़ी के मन में सांस्कृतिक तथा कलात्मक परंपरा के प्रति गौरव बढ़ाना तथा उन्हें विश्व की अन्य 'कला एवं संस्कृति' से परिचित कराना है जिससे विविध सांस्कृतिक प्रथाओं की समझ विकसित होगी।

## DIAF Mission

To re-install pride in our cultural and artistic traditions in the new generation, while simultaneously exposing them to the 'Arts and Cultures' of the World so as to develop a healthy understanding and appreciation of diverse cultural practices.



जागरूकता: मंचार एवं सूचना पौष्ट्यागिकी मंत्रालय, डाक विभाग, दिल्ली सर्किल

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DEL/08/2011

## delhi international arts festival

In Collaboration with:

Indian Council for Cultural Relations

Ministry of Culture

Hindustan Times

Govt of NCT of Delhi





## GOVERNMENT PARTNERS-2007-2012

Indian Council for Cultural Relations, Sangeet Natak Akademi, Govt. of NCT of Delhi, Doordarshan – the National Television, India Tourism Devt. Corporation, Indra Gandhi National Centre for the Arts, Directorate of Film Festivals of India, National School of Drama, National Gallery of Modern Art, Sahitya Akademi, Lalitkala Akademi, National Museum, National Archives, and the Zonal Cultural Centers have been invaluable partners of DIAF over the years.

Indian Council For Cultural Relations, The Union Ministry of Culture, Union Ministry of Textiles, and Union Ministry of Information & Broadcasting have been associated with DIAF, extending direct and indirect support.

## DIAF SUPPORTERS-2007-2012

### Principal Collaborators

Indian Council For Cultural Relations, Hindustan Times, Times of India and Airtel

### Corporate Sponsors

Airtel, GMR, Ramky, GVK, Exim Bank, Tata Sons Unitech, Ericsson, Radisson and Seagrams

### Public Sector Sponsors

NBCC, PFC, ONGC, IFCI, Oil India Ltd., GAIL India Ltd., Indian Oil Company, HPCL, BPCL, MMTC, STC, TEA Board, NTPC, NHPC, PEC, PTC, REC, Rites, BSNL, IRCTC, Konkan Railway and CONCOR

### Foreign Govt Collaborators

Embassy of United States, American Centre, British Council, Embassy of France, Alliance Francaise, Embassy of Spain, Institute of Cervantis, Embassy of Korea, Embassy of Italy, Hungarian Information & Cultural Centre, Embassy of Bangladesh, Embassy of Columbia, Mexican Embassy, Australian Embassy, Austrian Embassy, Embassy of Japan, Embassy of Sri Lanka, Embassy of Malta, Embassy of Tanzania, Embassy of Paraguay, Embassy of Belarus, Embassies of Uzbekistan and Slovakia, Embassy of Poland, Pro-Helvetia, Russian Cultural Centre, Goethe Institute, Embassy of Israel and Japan Foundation.

### Support in kind

The Lalit, The Maurya, The Park, The Meridian, The Ashok, Janpath, Habitat World, Baha'i house of Worship, Cathedral Church of Redemption, Sacred Heart Cathedral, Neemrana Foundation, Epicentre, Municipal Corporation of Delhi, Archeological Survey of India, DLF Promenade, DLF Select City Walk, J C Dceaux, PVR Cinemas, First City, Delhi Diary and Buzz in town.com

We are hugely indebted to our partners, sponsors and collaborators whose support is vital to the Festival's ongoing success. Their valued commitment ensures that we can continue to build a world class programme. All benefactors have a unique relationship with the Festival and enjoy unrivalled access to performances and special events.