

FUNDING

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

Yet in it's **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**.

Government Partners-2007-10

Govt. of NCT of Delhi, Indian Council for Cultural Relations, Sangeet Natak Akademi, Doordarshan – the National Television, 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, and the Zonal Cultural Centres have been invaluable partners of DIAF over the years.

The Union Ministry of Culture, Union Ministry of Textiles, Union Ministry of Information & Broadcasting have been associated with **DIAF**, extending direct and indirect support.

DIAF SUPPORTERS

Principal Sponsors

Airtel, Hindustan Times & Times Of India

Corporate Sponsors

Exim Bank, GMR, Unitech, Ericsson, Radisson, Tata, Seagrams.

Public Sector Sponsors

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, CONCOR

Foreign Govt Collaborators

Alliance Francaise, Institute Of Cervantis, American Centre, British Council, Pro- Helvetia,

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, Japan Foundation, Korean Arts Council, Embassy of Columbia, Embassy of Brazil, Hungarian Cultural centre, Embassy of Spain.

Support in kind

The Lalit, The Maurya, The Park, Le Meridien, The Ashok, Janpath, Fortune Select, 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, JC Dceaux, Times Now, Radio Mirchi, Radio Fever, CNN-IBN, PVR Cinemas, First City, Delhi Diary, 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

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. Organisations, Corporations, PSUs', Trusts, Foundations, artistes and individuals. We would love you to join in and help create an unparalleled cultural equity for India.

All donations to Prasiddha Foundation Trust is exempt from tax to the tune of 50% under US 80G of the Income Tax Act. Donations can also be made to Forum For Art Beyond Borders Trust.

Festival Director Festival Director



Prathibha Prahlad, among the best known dancers in India has a winning quality that is hard to compare. In her countless performances all over the world, she has contributed something new and meaningful, exciting and insightful to the present-day dance scene.

A cultural visionary, besides being a star performer **of Bharatanatyam**, her contribution to the field of arts is profound and unparalleled in contemporary dance history. Starting her performance career at the age of 6, she was hailed a star before she turned 20. **Educated, erudite and original**, Prathibha 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 traditional framework, Prathibha's robust choreographic works have been emulated by many of her peers in the field.

Prathibha is an unusual dancer who is truly versatile. She combines in herself various roles of **performer, teacher, choreographer, researcher, cultural organizer, 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's dance 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 interlocutor. 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. Prathibha Prahlad has also **authored a book on Bharatanatyam**.

Prathibha Prahlad heads the **Prasiddha Foundation** which has established itself as one of the premier cultural organization of the country. Through her Organization, she has championed the cause of arts relentlessly and even procured train travel concessions for all artistes traveling for performances. She has been on many Government Committees that determine policy and positioning for the arts, the most prominent of which have been on the executive committee of the Sangeet Natak Akademi, the Cabinet Committee for Hanover Expo 2000, Republic Day Tableaux Committee of the Ministry of Defense, Sub-committees of production grant, senior fellowship, scholarship and salary grant of the Ministry of Culture, Organizing Committee of the Afro- Asian Games, Empanelment Committee of ICCR etc. She was nominated as the **Convener** of the ceremonies, ceremonial and culture **Committee of the Commonwealth Games 2010 for the designing of the Opening Ceremony**.

Prathibha Prahlad conceived and actualized India's most prestigious multi-art Festival – the **Delhi International Arts Festival** of which she is the **Festival Director**.

Core Committee Members



Smt. Aruna Vasudev
Special Advisor

Smt. Shanta Serbjeet Singh
Eminent Art Critic, Chairperson, Appan

Smt Madhu Kishwar
Founder Manushi Sangathan

Shri S.K. Aggarwal
Educationist

Delhi International Arts Festival 2011

31st October - 15th November

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 artists 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

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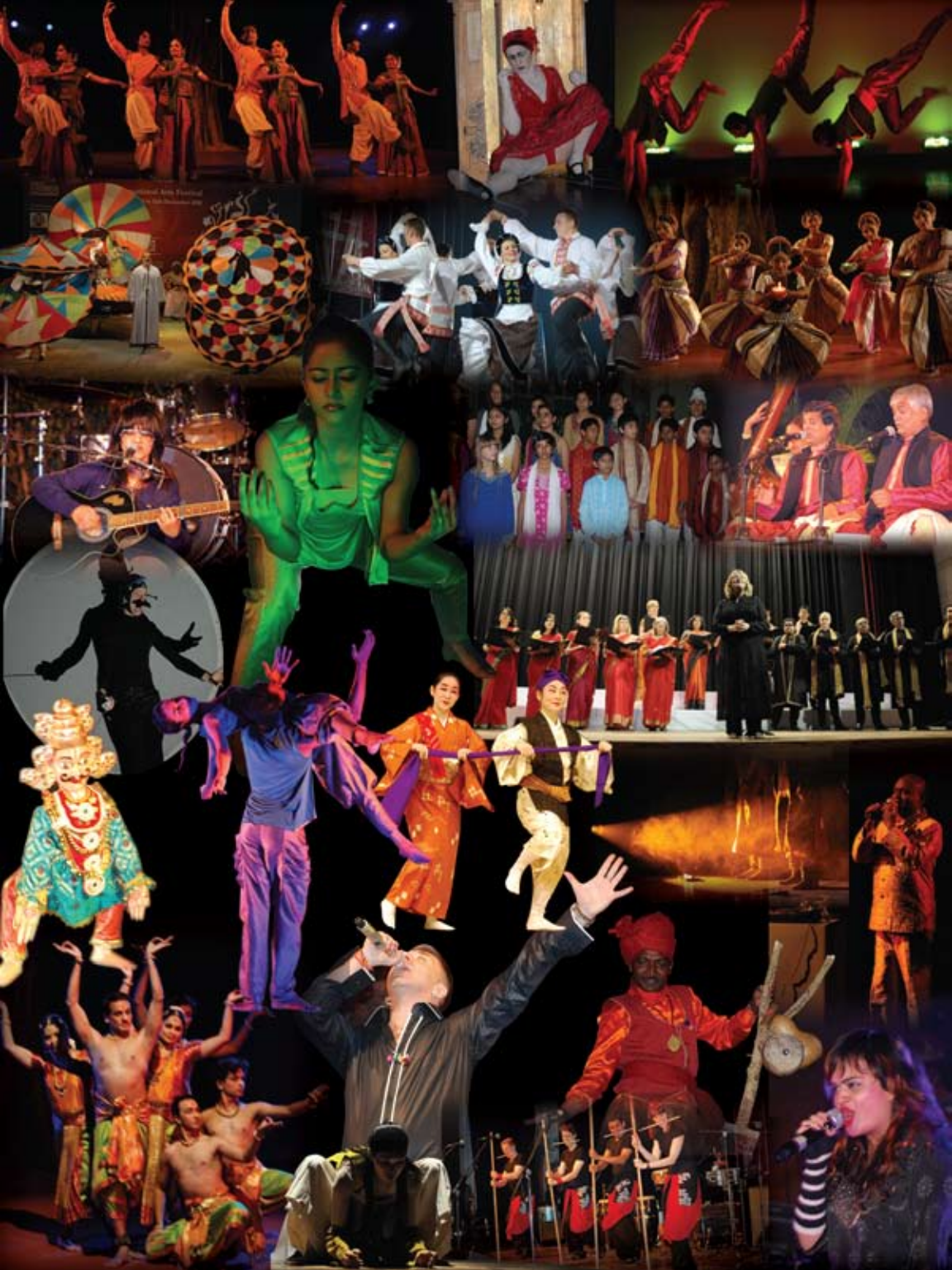
Celebrating Delhi's 100th year as Capital



delhi international arts festival 2011

where India meets the world





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**.

In keeping with the Indian world view of '**VASUDAIVA KUTUMBAKAM**'- *the World is One Family*, **Delhi International Arts Festival (DIAF)** is a rare bouquet of all forms of art including literature that unifies the globe into one aesthetic. Cutting across geographical barriers and looking beyond cultural stereotypes, 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 and spanned over 17 days. The following year DIAF took shape of an umbrella festival for several shorter duration arts events over 24 days, in addition to having a core -curate Festival. October 2009 saw DIAF celebrating the 'Countdown to the Commonwealth Games 2010', with a 12 day Festival spread over 50 venues and playing host to almost 2000 artistes. In December 2010, DIAF had artistic groups from 18 Countries participate and drew huge numbers into the performance spaces and won appreciation from the media and the general public.

DIAF has already shown signs of influencing the cultural landscape of the city of Delhi. This Festival which gives to Delhi a rich artistic skyline for year after year, comprising visual and performing arts, films, literature, cuisine etc., 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.

MISSION

Our mission is to re-instill 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.

Our mission is also 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.

bringing people and nations together



Coordinates
28°36'36"N 77°13'48"E



Delhi The Capital of India

Delhi, known locally as Dilli (Hindi, Punjabi, Urdu) and also by the official name National Capital Territory of Delhi (NCT), is the largest metropolis by area and the second-largest metropolis by population in India. The name Delhi is often also used to include some urban areas near the NCT, as well as to refer to New Delhi, the capital of India, which lies within the metropolis. The NCT is a federally administered union territory.

Located on the banks of the River Yamuna, Delhi has been continuously inhabited since at least the 6th century BC. After the rise of the Delhi Sultanate, Delhi emerged as a major political, cultural and commercial city along the trade routes between northwest India and the Indo-Gangetic plains. It is the site of many ancient and medieval monuments, archaeological sites and remains. In 1639, Mughal emperor Shahjahan built a new walled city in Delhi which served as the capital of the Mughal Empire from 1649 to 1857.

After the Indian Rebellion of 1857, Delhi came under direct rule of the British crown and was made a district province of the Punjab. In 1911, the capital of British India was transferred from Calcutta to Delhi. A new capital city, New Delhi, was built to the south of the old city during the 1920. When India gained independence from British rule in 1947, New Delhi was declared its capital and seat of government. As such, New Delhi houses important offices of the federal government, including the Parliament of India, as well as numerous national museums, monuments, and art galleries.

Owing to the migration of people from across the country, Delhi has grown to be a multicultural, cosmopolitan metropolis. Its rapid development and urbanisation, coupled with the relatively high average income of its population, has transformed Delhi. Today, Delhi is a major cultural, political, and commercial center of India.



Lotus Temple



Akshardham Temple



Humayun's Tomb



Connaught Place



India Gate

