

Emami Art Fair celebrates its 5th edition with creations of more than 200 young contemporary artists and eminent veterans across India

~ Also showcases Indian section of traditional artworks of Pichwai, Madhubani, Pattachitra and Dokra ~

~ US Consul General Craig Hall and celebrated actor Prosenjit Chatterjee inaugurate the fair ~

~ Emami Chisel Art sets up a Special Medical Fund for the welfare of disadvantaged artists ~

Kolkata, 1st September, 2016: The 5th edition of **Emami Art Fair**—a 3-day extravaganza running at **Emami Chisel Art** promises to be your one-stop art guide for your home with its stunning line-up of original artworks by more than 200 artists from India. The fair presents an eclectic mélange of over 500 artworks featuring 210 young and talented artists. Adding grandeur to the show, the Fair also displays works of masters like **Ganesh Haloi, Himmat Shah, Jaya Ganguly, Jogen Chowdhury, K.S. Radhakrishnan, Rabin Mondal, Niranjan Pradhan, Madhvi Parekh, Manu Parekh, Seema Kohli, Shuvaprasanna Bhattacharya, Shipra Bhattacharya, S.G. Vasudev, Lalu Prosad Shaw, Sanjay Bhattacharya** and others.

Emami Art Fair has been formally unveiled today by US Consul General **Mr. Craig Hall** in the presence of eminent National Award winning Actor & Superstar **Mr. Prosenjit Chatterjee**. The occasion reached a new height of creative celebration as the two honoured guests marked the beginning of the fair as they sketched and painted impromptu on blank easels. The paintings are going to be finally completed by some young talented artists of Kolkata. The inaugural ceremony has also been attended by Ms. Meeryung Hall, wife of the US Consul General along with many young and veteran artists of Kolkata and art lovers of the city.

Emami Art Fair is one of the most vibrant annual art events and biggest art fairs organized in India by **Emami Chisel Art**. After the four successful editions, **Emami Chisel Art** has organized the 5th edition with an objective to showcase a treasure trove of both modern and traditional art at an affordable price tag under the same roof.

Through Art Fairs, Emami Chisel Art has earned the distinction of promoting the new generation of artists who explore new paths of art forms with different concepts and vision.

Swathed in vibrant hues of artistic expressions, the fair will offer the visitors to snap up artworks including paintings in acrylic and oil on canvas, ink with brush in paper, modern sculptures in bronze, graphics and mixed media on paper along with traditional Indian art like *Pichwai* (Rajasthan), *Madhubani* (Bihar), *Pattachitra* (Orissa), *Dokra* (Bengal) and other art collectibles. Selected and compiled tastefully, the artworks would be available for all art-lovers

at prices starting from INR 1000 to encourage potential art collectors, while the maximum prices go up to INR 30,000.

“We have been hosting the Emami Art Fair annually for the past 5 years now. In a short span of time it has become a must-visit for the art aficionados of Kolkata. This year we have over 500 contemporary artworks from more than 200 artists. Viewers will also be offered the additional pleasure of an Indian section where we will showcase exquisite traditional Indian art of Pichwai from Rajasthan, Madhubani from Bihar, Pattachitra from Odisha and Dokra from Bengal. If you are planning for an artistic makeover of your house without spending a fortune, Emami Chisel Art is where you should head straight at. From artworks to sculptures and art collectibles—you will find unlimited options to sift through.” said **Ms. Richa Agarwal** of **Emami Chisel Art**.

Mrs. Agarwal further added, “This year we have marked the beginning of the fair with impromptu painting by our honoured guests of the evening. The sale proceeds of these paintings duly signed by the celebs and those from the works of eminent masters put up at this fair would go for the medical assistance of financially disadvantaged artists. We have set up a special fund for this cause.”

Inaugurated on **1st September, 2016**, Emami Art Fair 2016 would be on from **2nd September, 2016** till **4th September, 2016** from **11 A.M** till **8 P.M**

About Emami Chisel Art:

Emami Chisel Art (ECA) is a part of the reputed Emami Group of Companies. It embarked on its journey as a full-fledged art organization from 2008, encompassing within its infrastructure two large gallery spaces, a library, archive, an art-shop and a publication section engaged in producing some of the most resourceful literary and visual productions. It organizes photography, art and craft fairs where craftsmen share space with contemporary artists under one roof. These fairs give a unique opportunity to the common viewers as well as art connoisseurs to collect artworks at reasonable prices. Besides this, ECA also organizes major curated shows reflecting the contributions made by eminent masters and upcoming talents. ECA besides showcasing the eminent modern artists from the senior generation also promote the young promising contemporary artists from all over India through various shows. ECA looks forward in creating a vibrant art space ensuring authenticity and feasibility with a long term vision. It is always ready to provide fresh impetus to art-activities and enable accessible art-marketing.

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