



emamichisel art

A Unit of Emami Frank Ross Ltd

Emami Chisel Art hosts “*Art Redefined*”: a 4-day art & lifestyle fair

A unique platform that brings original artworks of noted artists and lifestyle must-haves for the year-end festivities at superbly affordable price range

Kolkata, 5th December, 2013: **Art Redefined**—a 4-day art and lifestyle fair running at **Emami Chisel Art** promises to be an art & fashion lover’s destination for the upcoming year-end festivities with its stunning line-up of 300 original artworks by 65 artists and creations of the city’s renowned boutiques and lifestyle stores. Swathed in vibrant hues of the festive season, the art gallery offers the visitors to snap up art collectibles, ceramics, photographs, prints, sculptures alongside fashion & lifestyle essentials viz. home decor, upholstery and apparels at a delightfully affordable price range. From the strikingly original artworks of **Sunil Das, Jogen Chowdhury, Samir Aich** to a dazzling ensemble of fashion and lifestyle products from **Starmark, Debasree’s, Irony, The Mad Hut Factory**—the fair has it all. The fair is on from **5th December, 2013** till **8th December, 2013** from **11 am** till **7 pm**.

“New Year is the time to go in for new look—in your home interiors as well as in your wardrobe. And if you are planning to do it without spending a fortune, *Art Redefined – the Art & Lifestyle Fair* is where you should head straight at. From art collectibles to items of home decor and fashion—you will find unlimited options at this fair to sift through. Emami Chisel Art has always believed in demystifying art for the uninitiated and thereby it has converted the curious onlookers who used to be put off by exorbitant prices of art, to serious art buyers. *Art Redefined* is also another step towards growing the pool of art lovers and fashionistas in the city.” said **Ms. Richa Agarwal** of **Emami Chisel Art**.

The exhibition includes emerging artists alongside renowned names from the art realm like **Sunil Das, Jogen Chowdhury, Samir Aich, Rabin Mandal, Manik Talukdar, Niranjan Pradhan** among others. The mix consists of 65 artists who have given form to their imaginations in myriad ways. The result is a smorgasbord of paintings, sculptures with varying themes and done on wide-ranging mediums. The highly individualised styles of work of each painter get reflected in their respective watercolours, acrylics, pencil sketch, new media, oil paintings. The paintings and sculptors are sure to become proud possessions of art-collectors and people at large with their themes touching almost everything under the sun.

In the lifestyle segment, city’s renowned boutiques and lifestyle stores viz. **Starmark, Debasree’s, Irony, The Mad Hut Factory, Wink, B- Qubbe, Prayog, Chitra Goenka, Irony, Ruchika Agarwal**, put their eclectic collections of home decor, costume jewellery, apparels, upholstery, bags etc on display. Fresh with their offerings of the Winter collection, the exhibits from the fashion boutiques of the city vary from ethnic to contemporary, from daily wearable to high-street fashion.



emamichisel art

A Unit of Emami Frank Ross Ltd

If you ever thought art and designer wear comes with lofty price tags, many of the collections will dispel the notion. Prices of artworks have been kept as low as INR 1,000 to encourage potential art collectors, while the maximum prices go up to INR 50,000.

About Emami Chisel Art: Emami Chisel Art (ECA) is a part of the reputed Emami Group. It idealised as a full-fledged art organization from 2008 onwards, encompassing within its infrastructure two large gallery spaces, a library, archive, an art-shop (named Kanopy) and a publication section engaged in producing some of the most versatile literary and visual productions. It organizes Art & Craft Fairs where craftsmen share space with contemporary artists under one roof. These fairs give a unique opportunity to the mass as well as art connoisseurs to collect artworks at reasonable prices. The ECA auctions which include authenticated artworks, genuine masterpieces and rare collections from the artists themselves or from reputed art galleries and private collectors have been put through a stringent selection process before being put under the hammer. Besides the auctions, it has also organized significant curated shows reflecting the contributions made by eminent masters and upcoming talents.

For further information please contact:

Emami Ltd

Mahasweta Sen

GM-Corporate Communications

Mobile: +91 98362 92392

Pritha Roy Chakrabarti

Mobile: +91 9903994787

Perfect Relations

Satyaki Dasgupta

Mobile: +91 9836089817

Shrilanjana Mukherjee

Mobile: + 91 9163170601