



## The 2<sup>nd</sup> Edition of ECA Calling witnesses wider participation from the new artist community across the country

- *The pan India competition cum exhibition reaches a new height with the number of participation doubling from 555 to 1000*
- *An endeavour by Emami Chisel Art to encourage and reward new artists*

**Kolkata, 28<sup>th</sup> February 2015:** Emami Chisel Art, a prominent platform to promote new aspiring artists, launched the 2<sup>nd</sup> edition of its Annual Exhibition “ECA Calling”, a Pan India competition cum exhibition that allows young talents to brush shoulders and showcase their work at the same platform with that of veterans like **Jogen Chowdhury, Ganesh Haloi, Satish Gujral, Sanjay Bhattacharya, Paresh Maity, Partha Pratim Deb, Himmat Shah, Manu Parek, Manik Talukdar** amongst others. Inaugurated today by **Shri R.S. Agarwal** and **Shri R.S. Goenka Founders & Joint Chairmen, Emami Group of Companies**, the month long exhibition will witness young talents vying for attention from **28<sup>th</sup> February, 2015 to 31<sup>st</sup> March, 2015**.

In its second year, the exhibition brings emerging concepts with newer forms of expression and fresh perspectives. Growing in scope and periphery from its maiden year, it brings 114 artists who have been shortlisted from a whopping number of 1000 entries across **Delhi, Hyderabad, Vadodara, Lucknow, Jabalpur, Karnataka, Mumbai, Uttarakhand and West Bengal**. A total award honorarium of INR 2 lacs will be awarded to the winning participants from 4 categories of paintings, sculptures, new media art/ photography / installation and drawing /graphics.

With **Mr. Nanak Ganguly** as the curator, the honorable jury to judge the competition includes renowned artists like **Ganesh Haloi, Jogen Chowdhury** and **Pranab Ranjan Ray** along with **Ms. Richa Agarwal** and **Ms. Pinki Agarwal** from Emami Chisel Art. Through this annual exhibition, ECA endeavours to present a comprehensive view of contemporary art repertoire, but with a larger dimension. Priced between INR 8 thousand to 50 lakhs, the artworks will be available for purchase for all art aficionados.

“Contemporary art is an emerging concept with newer forms of expression and fresh perspectives replacing what has been the norm all these years. This contemporary art scene would remain incomplete without contributions from the newer generation who are daring and futuristic in their myriad forms of expression. It is important to chronicle this journey of contemporary arts and also turn the lights on the new generation art avant gardes. This is what we’ve been trying to do since day one—with the upcoming 2nd edition the idea and scale has got bigger and better. It is heartening to see that the number of entries have doubled this year—from 555 last year to 1000 this time. This spontaneous participation also signals



the wider acceptance that the exhibition has garnered from the art fraternity in just about two years. We invite you for a stellar visual treat.” said **Mr. R. S. Agarwal and Mr. R. S. Goenka, Founders & Joint Chairmen, Emami Group of Companies.**

Speaking on this occasion, **Ms. Richa Agarwal of Emami Chisel Art** said, “The exhibited artworks of this exhibition provide an insight to the contemporary art trends that are currently in vogue in India. With a strong undercurrent of the present postmodern, post-colonial rather de-colonized times; we believe that this exhibition would offer you a vast canvas of a distinct culture shift and a profound contemporary insight.”

Following the inaugural session, award honorariums were handed over to the winners from each category. Awardees were **Mr. Souryeya Chakraborty** in the category of painting; **Mr. Saurav Roy Chowdhury** in the category of sculpture; **Mr. Suman Mitra** in the category of new media (photography) and **Ms. Gurrula Sanjay Manikanta** in the category of graphics. All the winners were well appreciated by the audience.

**Exhibition Timings: Between 11 am-7pm (Monday-Saturday. Except Sundays)**

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**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.

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