



## **UB City is all set for Art Bengaluru**

As Executive Director - Corporate Communications, Prestige Group, Uzma Irfan is responsible for Marketing Communication, Corporate Communication, Branding and all image-related initiatives for the group. Among the many hats she dons, she is also currently the Editor of 'The Luxury Collection', a luxury magazine, which highlights the latest trends in fashion, luxury and lifestyle, with special focus on the international and national luxury brands within The Collection, UB City - a joint venture between the Prestige Group and the UB Group. In an extension of this role, Uzma also handles the marketing and promotional activities for this uber-chic mall. Here, she has been lauded for her success in creating landmark entertainment properties such as 'Art Bengaluru', 'Trousseau Week', 'Berserk' etc. Under her leadership, UB City has grown to become the landmark destination for all things related to Luxury, Art, Culture and Lifestyle. Art Bengaluru, one of the most-awaited annual art festivals in the country today, is gearing up for its fifth edition between August 21 and 30 this year. This year's theme is European Art History and aims to reflect upon the Renaissance period by highlighting some of the best works. Art Bengaluru brings together the best art galleries from across India as well as the rest of the world under one roof. Uzma has also founded the Sublime Galleria - India's first Sky Gallery in UB City in 2010.