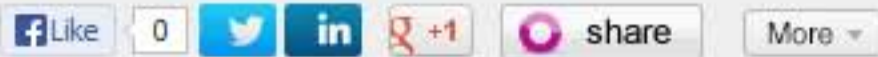




South India's Only Art Festival, "Art Bengaluru" is Back With its 4th Edition



BANGALORE, July 19, 2013 /PRNewswire/ --

Co-Sponsor 'Jaguar' to Showcase Latest Luxury Models at the Festival and Luxury Art Auction

Art Bengaluru needs no introduction. What was started in 2010 as an attempt to increase art awareness in the city, has today grown into a much-awaited international art festival that has carved a niche for Bangalore on the global art map.



(Photo: <http://photos.prnewswire.com/prmh/20130719/629517>)

The 4th Edition of Art Bengaluru presented by **The Collection, UB City in association with Sublime Galleria and Art Chutney** will take place at **The Collection, UB City**. It promises to be a week-long extravaganza from **16th to 23rd of August, 2013**. 'Art Bengaluru 2013' will bring together **the best art galleries from across India as well as the rest of the world**. Surpassing the magnificence of the previous editions of Art Bengaluru, this year will showcase the works of over **100 international and national artists** from across **15 galleries** on one common platform.

Ms. Uzma Irfan - Co-Founder, 'Art Bengaluru' and Founder, Sublime Galleria said, "This year's theme for the festival is '**Reflections**'. Keeping with the theme the art festival will include all forms of art that are a reflection of our being and a portrayal of our emotions, be it joy, sorrow, turmoil, anger, etc. 'Art Bengaluru 2013' will have all the usual trademarks that have made it the landmark event, it is today. A grand opening night, national and international artists and art galleries, a residential art conclave and of course, the much-anticipated Luxury Art Auction as its culmination."

The grand Inaugural Night will be on **16th August, 2013** and will showcase an artwork created by celebrated artist and Padmashree Awardee, **Thota Tharrani**. Sri Tharrani is working on the centre-piece exclusively for this event, to portray the theme of 'Reflections'. He is an integral part of this festival, and will be present at the *Opening Night*. The evening will also feature **Body Art Dancers** as yet another reinforcement of the theme.

Highlights of the Festival:

Berserk

Another major attraction of 'Art Bengaluru 2013' will be the introduction of '**Berserk**', an Art Conference to promote and encourage creative awareness among children. This event by Sublime Galleria, will **shortlist 60 children from 15 Bangalore Schools that encourage art in its multiple forms**. **Berserk 2013** is a 3-day residential conference for children between the age group of 8-12 years. Categorized under four key art verticals - **Theatre, Dance, Music and Visual Art**, **Sublime has brought the best in the industry to mentor and guide these children**. The expert mentors will be **Jagriti for Theatre, Lourd Vijay Dance Studio for Dance, Taaqademy for Music and 3 Peel for Visual Art**. Selected children of different verticals will receive trust funds and endorsements ranging from intensive training programs to working on productions under expert guidance. The endorsements are custom-designed by each of the vertical heads.

Luxury Art Auction

Art Bengaluru always starts with a bang and ends with an even bigger one! This is because the festival culminates with the **Luxury Art Auction**, one of the most-awaited events of the year for serious art collectors. The Art Auction will take place on **23rd August, 2013** at **ITC Windsor** and to give it a truly international feel, the auction this year will be hosted by renowned London-based auctioneer, **Bob Hayton**. The magnitude of the event can be gauged by the fact that there will be up to **100 lots** on auction this year. Last year's auction included the works of celebrated artists like **Abanindranath Tagore, Gaganendranath Tagore, Jamini Roy, Sailoz Mookherjee, Nandalal Bose, K.H. Ara, S.K. Bakre, H.A. Gade, M.F. Husain, S.H. Raza, F.N. Souza, Krishen Khanna, Akbar Padamsee, Ram Kumar, Bombay Group - Ara, Hebbar, S.G. Vasudev, M. Senathipathi, K.V. Haridasan, Paresh Maity, Jayasri Burman, Arunanshu Chowdhury, Arunkumar H.G. & Vasant Viraj Naik**. This year too will witness works of these masters and many more. Over 15 well-known art patrons from different cities across India will invite select guests and art buyers for this event.

About Art Bengaluru:

Art Bengaluru is an exclusive event that is designed to showcase various types of art forms including **'Wall Art'** (Fine Art, Paintings, Illustrations and Photographs) and **'Stand-alone Art'** (Sculpture, Installations and Product Design). Art Bengaluru was first launched in March 2010, and after three successful editions, the event this year promises to be a bigger and more diverse 'Reflection' of everything that art mirrors!

The venue for Art Bengaluru is the highly-acclaimed, The Collection, UB City which is conveniently located in the heart of cosmopolitan Bangalore. Needless to say, the Tuscan architecture of UB City complements the art festival by creating an illusion of fluent expanse. Art displayed in this landmark area promises to enhance aesthetic awareness and create a sensory delight for the viewer.

Primary Media Contact: Urmila Biswas, contact@marchingantsllp.com, 91-9886099736

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