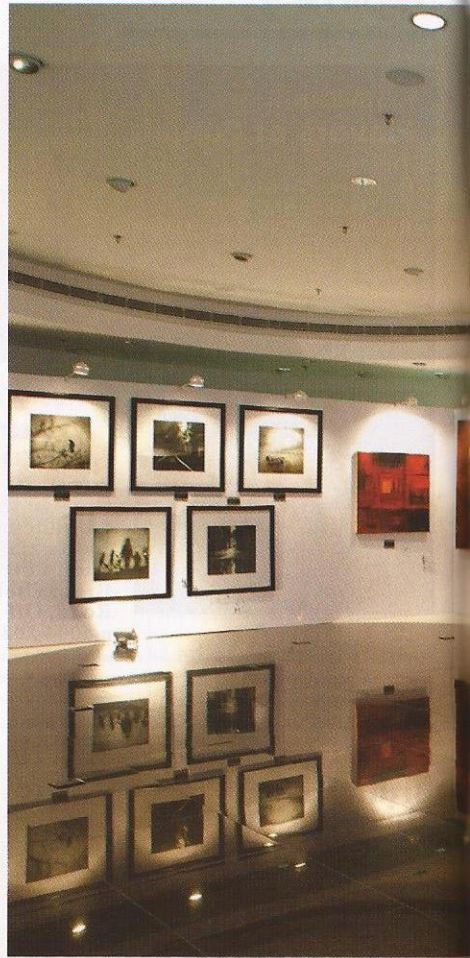


# UZMA IRFAN: THE PASSION TO PROMOTE ART

*Uzma Irfan, founder of Sublime Galleria in UB City, hopes to nurture and promote artistic creations through 'Art Bengaluru' in Bangalore.*

Uzma Irfan, Director of Corporate Communications for leading developer, Prestige Group, gives voice to her passion for art as often as she can. As founder of what is becoming the city's busiest stop of the art scene, Sublime Galleria aims to encourage talent in art and culture in the city. Art Bengaluru 2012 is the latest showcase for talent currently showing at Sublime.

She told Explicity, "This year we



have lined up a host of new additions that will bring to life vivid art forms that are often overlooked. With the involvement of personalities like Chetan Bhagat, Pallavi Foley, Pallon Daruwala, Suresh Jairam, Shyamal Mukherjee and HR Das, Art Bengaluru 2012 will trail blaze its journey to becoming the symbolic platform for everything related to art in India."

Art Bengaluru showcases various

types of art forms like wall art (fine art, paintings, illustration, photographs) and standalone art (sculpture, installations, product design.) Launched in March 2010, the event this year promises to be bigger and more diverse. An example is 'By the Lombok Moonlight - Fusion of Jewelry and Art', where artist Vijit Pillai has worked in conjunction with designer Pallavi Foley and jewellery met fine art.

