

NAME OF ARTICLE

When the ICCR's "Tagore Centre" designed Charles Correa and located on Ho Chi Minh Sarani (Kolkata) sent out feelers for a souvenir / cum craftsshop to be set up within its premises, the Crafts Council of India seized the opportunity to establish its third "KAMALA" _ on the lines of Delhi and Hyderabad. The interior layout was elegantly conceptualized by Garima Sipani of WILDFLOWERS, whose design ensured the filtering in of as much

natural light as possible into the "L" shaped space. Formally inaugurated by APARNA SEN, award winning film director and actress on 05.01.2009 whose very presence generated huge publicity, its sales on the inaugural day, touching almost a lakh, evinced hope and promise. The ICCR's "Tagore Centre" has an auditorium on the ground floor, exhibition spaces in the form of galleries both on the 1st, 2nd and 3rd floors, and a conference centre on the 4th floor with seminar rooms, as well as a set of guest rooms for performing artistes and lecturers visiting from overseas. It also has a lively café on the ground floor with an amazing repertoire of "Tea" as well as light refreshments.

Because of its multiple venues which can be used by different organisations at a time, - be they performances, exhibitions, seminars or conferences the footfall to the centre is continuous. Its multifaceted facilities is also conducive to hosting "Festivals" - such as the hugely popular Tagore Festival which has just concluded. It has also opened a window for the consular-corps of Kolkata, to visit the Centre for its wide range of events, and it is these visitors to the Centre who enter the shop - initially as

casual and curious browsers, _ to discover an astonishing treasure trove of hand-made crafts and weaves in a vast assortment of prices.

Kasturi Gupta Menon When the ICCR's "Tagore Centre" designed Charles Correa and located on Ho Chi Minh Sarani (Kolkata) sent out feelers for a souvenir / cum craftsshop to be set up within its premises, the Crafts Council of India seized the opportunity to establish its third "KAMALA" _ on the lines of Delhi and Hyderabad. The interior layout was elegantly conceptualized by Garima Sipani of WILDFLOWERS, whose design ensured the filtering in of as much

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Ashoke Chatterjee

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THE CRAFTS COUNCIL OF INDIA

NEWSLETTER JULY 2010



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A weaver's set up near Aizwal - Mizoram
All the weavers are from the neighbouring Myanmar who have settled here. The settlement sell everything they weave to an entrepreneur who markets them. The sarongs are woven in acrylic



Binny Yanga is bedecked in her dowry beads. Every bride in Arunachal Pradesh receives bridal beads which are part of the family heirloom



At Puttapaka village Sonali shows Gita how to make photographs more interesting. The young weaver's son agrees wholeheartedly!



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The Crafts Museum set for Uttar Purvi Utsav Delhi January 2009



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A weaver's son being interviewed for CCI's scholarship programme



Secretary Textiles finally visits Kamala -Delhi. With her, her entourage -



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Part of a colour sensitization session in the papier mache Product Development workshop of CCI