



# Arts For India

Arts For  
India

**AFI**



“ Art is a universal language where visual expression evokes raw emotions and is thus an effective medium of conveying the very important message of peace and harmony. Indeed, powerful images of paintings can leave an everlasting impact on peoples’ minds. Unlike words which are spoken, heard and sometimes forgotten, art on canvas stays forever and so does the message it conveys. ”

— Satish Kumar Modi at the Inaugural Ceremony of the UNESCO Global Forum on the ‘Power of Peace’ at Bali, Indonesia.

(cover image) — ‘Golden Life’, oil on canvas by Deepak Kumar, student of Final Year, Fine Art, IIFA  
Inspired by Lord Buddha’s life and teachings, the artist has tried to convey the fact that thoughts based on truthfulness, love and compassion — the ‘golden thoughts’— enable a person to lead a life full of peace, contentment and happiness — a ‘golden life’.

(this page) — Collage of experiments — understanding the relation between space and form, Foundation Course, First Year, IIFA.



# —Arts for India

- ❧ *International Institute of Fine Arts (IIFA)*
- ❧ *Educational partnerships - building IIFA to global standards*
- ❧ *Adopt an Artist*
- ❧ *The Vision - the first Fine Arts University of India*

*Prof. John Edwards of Charles Wallace Trust demonstrating drawing & colours to Final Year students at IIFA.*



## *Arts for India*

Arts for India is a registered charity which raises funds to build up the educational capacity of the International Institute of Fine Arts (IIFA).

Arts for India was launched at Kensington Palace, London, on October 14th 2010. Arts for India presently funds scholarships between IIFA and its two existing educational partnerships – the University of the Arts London and the Prince's Drawing School. The University of the Arts London sends students to IIFA following the completion of the BA/MA in various areas of art and design. The Prince's Drawing School sends teachers and staff to IIFA where they are inspired to learn from Indian teaching and influences that shape their future work when they return to the UK.

Arts for India also operates the Adopt an Artist programme where 100 impoverished students from the National Capital Region of Delhi are supported annually through their course at IIFA.

The future vision for Arts for India is to build a new university campus for IIFA and convert the arts school into the first Fine Arts University of India.

*Oil on canvas painting by Final Year student, Isha Shukla, "Communication with God"*



## *International Institute of Fine Arts (IIFA)*

In July 2000 Satish and Abha Modi set up the International Institute of Fine Arts, IIFA, an institute that could nurture young artists, ignite their imagination and motivate them in the field of art and design. Their vision was to promote art and culture and provide quality education in conformity with global standards.

IIFA is one of India's premier institutes offering courses in a wide spectrum of visual arts. The Institute offers degree courses in Fine Art, including Fashion and Apparel Design, Textile Design, Painting and Applied Art. It is affiliated to Ch.Charan Singh University, Meerut for the four-year B.F.A. course. The institute also provides a two-year diploma and a one-year certificate in the above mentioned streams, along with Photography and an Advanced Diploma in Computer Graphics and 3D Animation. Currently IIFA is working to develop this 3D rendering facility given the heightened demand for 3D movies. The new Film and Television Institute has further widened the creative canvas of IIFA.

Mr. S.K. Modi envisioned IIFA to be a platform that would encourage young artists to create and showcase their creations. All these efforts have today led to the fostering of a vibrant atmosphere at IIFA, where crucial issues linked to the theory and practice of painting, sculpture, installation art, new media art, photography, textiles and fashion, films and television are discussed, practiced and honed.

*Mr. S.K. Modi and Mrs. Abha Modi at the launch of 'Arts for India' at the Kensington Palace, London*



## *Educational partnerships - building IIFA's teaching to global standards*

The International Institute of Fine arts has been working with the University of the Arts London (UAL) for a number of years. UAL is the UK's leading arts university made up of six distinct colleges which cover the fine arts, fashion, design, communication and much more. Students from the UAL have travelled to IIFA to work with local students and so transfer Western teaching styles and standards to inspire and nurture IIFA-based students. These UAL students have then returned to London with new perspectives, so enriching their work for the future. UAL is working with IIFA on the design and development of the new University of the Arts India.

Arts for India is supporting two new bursaries for students from the UAL who will complete their MA in Fine Arts and then transfer to IIFA to teach, support Indian students and focus specifically on guiding new students placed into IIFA via our international Adopt an Artist programme. Similarly, the Prince's Drawing School - President HRH The Prince of Wales - will continue to send students and staff to IIFA to further raise educational capacity. The Prince's Drawing School is one of only a few institutions in the world offering in-depth, quality tuition for those who wish to develop their observational drawing skills.

{a} Ms. Catherine Goodman, Artistic Director, The Prince's Drawing School, London & Ms. Joanna Mulji, Alumna of the School, visit the art studios at IIFA.  
{b} Ms. Sarah Murphy & Mr. Nathan Edmunds, graduates from University of the Arts London, on a teaching assignment at IIFA

{c} {d} Ms. Patricia Sumner, International Academic Coordinator, University of the Arts London & Ms. Lorna Bircham, Course Director, MA Textile Design, Chelsea College of Art and Design, London, conducting workshops at IIFA.

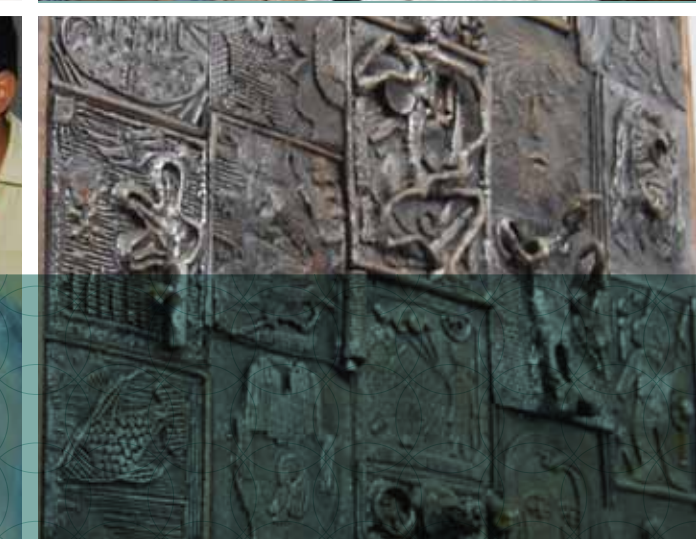
## *Adopt an Artist*

Through Arts for India, we are also implementing our Adopt an Artist programme, where individual donors from across the world have the unique opportunity to sponsor a student artist through his or her 4-year degree programme at IIFA. Our goal is to see 100 impoverished students benefit from this programme every year and be enrolled into IIFA. Without this programme, many talented potential artists of the future will not get the opportunity to develop their potential and find a career in the arts.

We ask that you enroll on our Adopt an Artist programme and support the heroes of tomorrow. Arts for India will broker the relationship between you and the student and encourage vocational and emotional support as much as financial. The costs of putting a potential student through IIFA for four years is £3600 or \$6000.

Please contact Arts for India's Executive Director David Hawkins for further information on how to Adopt an Artist:

[davidhawkins@artsforindia.org](mailto:davidhawkins@artsforindia.org)





## *The Vision - the Fine Arts University of India*

The long-term ambition for IIFA and its educational partnerships is to build the first Fine Arts University of India. There has been very little investment into arts education since independence in 1947. S.K. Modi has set out the vision for this exciting and worthwhile project but it cannot be realised alone. Indeed, the benefits of constructing this university of the fine arts will be felt far beyond Modinagar or even Delhi. As Indian artists such as Anish Kapoor and Subodh Gupta have achieved international acclaim, there is a thirst for Indian artists, art and culture. Similarly, as cinema audiences flock in their millions to see Indian-US/UK film collaborations, so the demand for film production and post-production in India rises, leading studios increasingly look to India for the skills necessary to produce such blockbusters. As luxury goods companies increasingly value traditional craft skills and provenance, so demand for craftsmen and women, designers and textile specialists increases. The demand is there and rising – a new university of the arts in India will be able to meet this demand, whilst further cementing cultural ties between the East and the West.





Arts for India will be working to raise funds to construct a new campus which will provide a wide range of graduate and postgraduate degree courses in the fields of art, design, fashion, communication and the performing arts. The proposed University, to be built on 70 acres of land, will be equipped with state of the art academic and residential facilities comprising high-tech class rooms, study rooms, laboratories, workshops, e-centres, hostels, art galleries, museums, auditoriums and sports recreation facilities.

The total cost of this new university is \$20 million.

{ *...an institute that nurtures young artists, ignites their imagination...* }

*Works by leading artists Danny Lane, Jim Dine as well as emerging Indian artists on display for Arts for India's launch October 14th, Kensington Palace.*



# Contact us

David Hawkins  
Executive Director  
Arts for India UK

E — [davidhawkins@artsforindia.org](mailto:davidhawkins@artsforindia.org)

Hema Virani  
Executive Director  
Arts for India USA

E — [hemavirani@artsforindia.org](mailto:hemavirani@artsforindia.org)

