



**News Release
June 23rd 2011**

Arts for India launches Modi Creative India Awards

On June 23rd at Asia House, fashion brands Monsoon, Matthew Williamson, Debenhams and Arcadia Group were awarded the first Modi Creative India awards, Monsoon for “Creating Sustainable Livelihoods in Indian Creative Industries”, Matthew Williamson for “Inspirational Colours of India”, Debenhams for “Accessible Designer Fashion” and Arcadia Group for “Discovering and Nurturing New Talent”.

The Modi Creative India Award was launched in 2011 by Indian industrialist and philanthropist Satish K. Modi to acknowledge artists, fashion brands, designers and film-makers whose work bridges East and West and particularly between the UK and India.

The Modi Creative India Award is given by Arts for India, a UK charity established in 2010 by Satish K. Modi to raise funds to develop the International Institute of Fine Arts (IIFA) in Modinagar, National Capital Region of Delhi, into the first University of the Arts in India.

IIFA was established in the year 2000 and offers elementary education in fine art, fashion, design, TV and film. IIFA has two educational partners in the UK – the Princes Drawing School (President HRH The Prince of Wales) and the University of the Arts London. Working together to exchange students and teaching staff, Arts for India is dedicated to raising educational standards at IIFA, constructing the first university of the arts in India and so producing the next generation of international Indian cultural and creative stars.

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Information for journalists:

Satish K Modi

Satish K Modi is the Chairman of Modi Global Enterprises. The Modi Group has interests from textiles to fashion, chemicals and telecommunications, medicines and property development.

In the year 2000 Satish and his wife Abha established the International Institute of Fine Art to nurture young Indian students, inspire imaginative thinking and motivate them to achieve in the field of art and design to international standards.

IIFA is located in the town of Modinagar, North of Delhi, and has become a top destination for high-quality education in India. It is therefore the ideal location for the country's first arts university offering education to internationally recognised standards.

In 2010 Satish Modi was appointed an Ambassador for Philanthropy by Dame Stephanie Shirley the UK's Founding Ambassador for Philanthropy in recognition of his efforts in India and his role on the world stage as an advocate to others.

Mr. Modi launched Arts for India at Kensington Palace in October 2010 and the charity raises funds internationally to fund IIFA's two educational partnerships as well as funding the Adopt an Artist programme which seeks to give 100 students a year free education at IIFA.

The next Modi Creative India Award will be presented to international artist Aisha Caan for her work in using art to bridge East and West.