



**News Release
May 31st 2011**

Arts for India celebrates Contemporary Indian, South Asian and Middle Eastern art at Bonhams, May 31st 2011

Arts for India, the international charity building the first private university of the arts in India, held a reception and pre-auction celebration at Bonhams London, to celebrate Indian and South Asian contemporary artists and outline how the charity is working to provide the next generation of Indian international artists.

Works by leading Indian artists such as the late MF Hussain, Jamini Roy, Jogen Chowdhury and Avinash Chandra were exhibited the day before the June 1st auction.

Arts for India raises funds to support and expand the existing International Institute of Fine Arts (IIFA), based in Modinagar, national capital region of Delhi. IIFA was established in the year 2000 and offers elementary education in fine art, fashion, design, TV and film. IIFA has two UK-based educational partners: the Princes Drawing School (President HRH The Prince of Wales) and the University of the Arts London.

These three educational organisations work together to exchange students and teaching staff so raising educational standards at IIFA and producing the next generation of cultural and creative stars. The longer-term ambition is to build upon this expansion of IIFA whilst constructing a new campus so raising the school to university status – the first university of the arts in India.

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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.

About Bonhams

Bonhams is a privately owned British auction house and one of the world's oldest and largest auctioneers of fine art and antiques. The Bonhams name is recognised worldwide throughout all sectors of the fine art, antiques and collectors' market, with several of its departments established world leaders within their specialist category.