

UTSAVAM 2020

PR Report

Previews

Publication - The New Indian Express

Date - Feb 27, 2020

Link -

<https://www.newindianexpress.com/cities/chennai/2020/feb/27/the-past-present-and-future-of-traditional-arts-2108945.html>

PERFORMING ARTS

Veena Mani

Artistes will come and artistes will go, but performing arts will live forever. The fifth edition of DakshinaChitra's Annual Music and Dance Festival, in collaboration with Kalakshetra Foundation, slated to begin on March 6, will address some important questions — How will traditional Indian art forms be retained in the years to come? Will it transform? How have various art forms evolved in the past decade?

Titled Utsavam 2020, this year's theme is 'The Future of Arts'. While there will be panel discussions in the morning at Kalakshetra, performances will be staged at DakshinaChitra in the evening.

Panellists for the three-day event are practitioners of traditional art forms like Harikatha and Villupattu. Bringing their experience and expertise to the festival, they will hold discussions focussing on the evolution of their art forms and ways to keep them alive.

Apart from looking at the past and future, the panellists will also talk about the relationship between art and law. In this session, the focus will be on patent laws and copyright infringement in art. "In this digital age, how can artistes protect their choreographies from being plagiarised? Everything is uploaded on the

Internet. This is a serious issue. We will have an in-depth discussion on it," says curator Shreya Nagarajan Singh.

Utsavam 2020 will have performances by youngsters between the ages of seven and 23. Some of the performances include *gana* and hip-hop by boys from Vyasarpadi, and Yakshagana by Aarush Shetty, among other styles. "We are featuring the younger generation today. Twenty years from now, we would like to see what they have done for their respective art forms," adds Shreya. One of the ways to sustain an art form is by

The past, present and future of traditional arts

“We are featuring the younger generation today. Twenty years from now, we would like to see what they have done for their respective art forms.
—Shreya Nagarajan Singh, curator

innovating and using technology to attract sponsors and audience. Keeping this in mind, artistes like Gita Wolf, Anita Ratnam and Avinash Kumar, who experiment with their styles, will conduct a discussion and present their ideas.

It took seven months for Shreya and her team to come up with this concept for the annual festival. This festival is a means of starting a dialogue on the future of performing arts. There is also a possibility of not finding a solution through this conference, says Shreya, but she is hopeful about this powerful beginning.

The event will be held from March 6 to March 8. The sessions at Kalakshetra are free of cost. The performances at DakshinaChitra are ticketed. An entry fee of ₹130 will be collected at the location. For details, call: 735877797

Publication - Times Of India

Date - Feb 29, 2020

Link -

<https://timesofindia.indiatimes.com/city/chennai/utsavam-2020-visioning-the-art-through-conversation-and-performance/articleshow/74417722.cms>

Publication - Adyar Times

Date - March 01, 2020

Link -

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ADYAR TIMES / MARCH 1 - 7, 2020

Lifestyle >

Utsavam 2020

For more information Call 73587 77797 or email consultancy@shreyanagarajansingh.com

Events at Kalakshetra:
Mar.6 - The future of Villupattinam and Harikatha - Bharathi Thirumagan and Vishaka Hari in conversation moderated by T.Kalaimagan, from 9 am to 10 am; Future-proof your voice - A session on voice health and fitness by Dr. Prakash Boominathan, from 10 am to 11 am; Culture as Innovation - Presenters - Anita Ratnam, Avinash Kumar and Gita Wolf, from 11 am to 12 noon.
Mar.7 - Shaping the Future - A panel on emerging dance Choreography- Thilagavathi Palani, Veena Baswarajah and Masoom Parmar moderated by Shreya Nagarajan Singh, from 9 am to 10 am; Art and Law - Prabha Sridevan in conversation with M.S.Bharath from 10 am to 11 am; Sustainable futures in dance and dance theatre - Hanne De Bruin, Revathy Ramchandran and Amrita Lahiri moderated by Devina Dutt.

Events at DakshinaChitra:
Mar.6 - Black Boys by Gana and Hip-Hop from 5 pm to 6.15 pm.
Mar.7 - Koodiyattam by Napatya Sreehari Chakravar from 3.45 pm to 6 pm; The Magic Horse - A play by the students of Kattakkuthu Sangam from 5 pm to 6.15 pm.
Mar.8 - Yakshagana by Arush Shetty from 3.45 pm to 5 pm; Andhrastayam and Perini by Harihara Nrithya Niketan from 5 pm to 6.15 pm.

Admissions open for kathak classes
 Institute of Performing Arts and Research Centre
 Artistic Director Neha Banerjee
 at Plot No.32L, 1st Floor, Above Andhra Bank, Sri Kapaleswarar Nagar, Neelankaral, Chennai - 600195.
 To enrol, contact 9835777975.

Sashtra Ayurveda Hospital
 From everyday joint pain to rheumatoid arthritis.

Publication - DT Next

Date - March 02, 2020

Link -

<https://www.dtnext.in/News/City/2020/03/02014839/1217891/Meet-the-gennext-custodians-of-traditional-art-forms.vpf>

Publication - The Hindu MetroPlus

Date - March 04, 2020

Link - <https://www.pressreader.com/india/the-hindu/20200304/282557315253478>

THE HINDU METROPLUS
WEDNESDAY, MARCH 4, 2020



Future of the Arts

Peppered with performances, Utsavam, DakshinaChitra's annual theatre, music and dance festival, will discuss cultural innovation

by CHITRADEEPA AMANTHARAM

The organisers of Utsavam, DakshinaChitra's annual theatre, music and dance festival are ready with their fifth edition. While in the previous edition the festival was held just for a day, this year it will be spread across three days.

"We are also collaborating with the Kalakshetra Foundation this year, where the symposiums will take place, while all the performances will be organised at DakshinaChitra," says Shreya Nagarajan Singh of Art Development Consultancy, the curators of the event.

This year the theme, "The future of the arts," will be explored by stalwarts, leaders, influencers and young artists, through panel discussions, lecture-demonstrations and performances.

"As we enter the new decade, a discussion of the future of Arts from a theoretical perspective and forecasting current trends would be relevant in order to reflect the market for the next 10 years," says Shreya.

Insights on where the world of Arts is heading will be the focal point for Utsavam. "With augmented reality and virtual reality, how are artists going to adapt? Cultural innovation is the need of the hour," she says.

Deborah Thiagarajan, founder, DakshinaChitra, also points out the need for organisations such as the DakshinaChitra Museum and Kalakshetra to critically examine the current trends revolving around classical and folk performing arts.

The festival has curated across art forms to identify young talent (between ages seven and 23), who indeed are the keepers of our Arts. "We have Black Boys, from Vyasarpadi, perform *gaana* and *hip-hop* at the festival."

"Ours is youth power. *Podhuna-lam* is our focus not *suyana-lam*," says Logan, who is a part of the Castless Collective. Eight

Insights into arts (Top) Black Boys and (right) Kattaikattu Sangam students

months ago he put together Black Boys, a *gaana* group by bringing together talented youth of Vyasarpadi, and they already have completed over 80 performances in Tamil Nadu. Logan sees the opportunity to perform at Utsavam as a

chance to reach a wider audience.

"My team comprises students from the age group of 11 to 20, who assemble after school/college and practice. Our songs are always about the happenings in the society, people's needs, politicians cheating the public and how people must react to incidents happening around them," he says.

Logan insists on everyone in the Black Boys group being trained in all aspects. "I teach *satti melam*, *parai*, *dolek*, guitar, keyboard and *kazam* (a kind of percussion). Apart from this, they also learn to sing, dance and write lyrics."

New format
The festival will also have *yakshagana*, *koodiyattam* and *kattaikattu* performances. "Thilagavathy Palani of Kattaikattu Sangam, will share her experience pertaining to the art form she practises and how rethinking the format helped her take it forward. The *koothu* which had an eight-hour format had to be reduced to one hour to take it to audiences, who have less time these days," says Shreya.

Art law is another interesting topic: former Justice, Prabha Sridevan will talk on how to deal with the stigma of seeking legal intervention pertaining to the field of arts. Similarly, the future of *villupattu* and *harikatha* will be discussed by Bharathi Thirumagan and Visaka Hari. Dr Prakash Ithoorninathan will conduct a session on voice health and fitness titled, "Future-proof your voice."

The idea is to collectively think of where the future of Arts is headed and accordingly prepare ourselves, says Shreya.

Call 735877797 for details.

THE PERFORMANCE SCHEDULE AT DAKSHINACHITRA, MUTTUKADU

MARCH 6, 5 PM: Black Boys (Gaana and Hip-hop)

MARCH 7, 3.45 PM, 5 PM: Koodiyattam by Nephathya Sreehari Chakravarthy; *The Magic Horse*: A play by the students of Kattaikattu Sangam

MARCH 8, 3.45 PM, AND 5 PM: Yakshagana by Aarushi Shetty; and Andhra Natyam and Perini by Harihara Nrithya Nikethan

▲ SPECIAL ARRANGEMENT

Publication - Little Black Book (LBB)

Date - March 04, 2020

Link - <https://lbb.in/chennai/utsavam-2020-dakshinachitras-annual-music-a733ae/>

Reviews

Publication - The Hindu - Friday Review

(2 Articles)

Date - March 13, 2020

Links -

Article 1

<https://www.thehindu.com/entertainment/dance/of-copyright-choreography-and-the-way-forward/article31048976.ece/amp/>

Article 2

<https://www.thehindu.com/entertainment/dance/dialogue-on-the-future-of-dance-reforms/article31049159.ece>



Publication - The Hindu - Friday Review
(2 Articles)

Date - March 20, 2020

Links -

Article 1

<https://www.thehindu.com/entertainment/dance/sreehari-chakyars-maya-seethankam-a-mature-approach/article31107030.ece>

Article 2

<https://www.thehindu.com/entertainment/dance/at-their-expressive-best/article31107008.ece>

Picture -

