



VR Surat Launches 6th Edition of the Dumas Art Project

Surat's Largest Community Art Festival

Surat, 9th March 2018

Virtuous Retail's flagship integrated retail lifestyle destination – VR Surat, announced the launch of the 6th edition of the highly successful and award-winning Dumas Art Project today. The month-long initiative celebrates the rich heritage of contemporary art and will be open to visitors from 9th March to 8th April, 2018.

The inaugural lamp for Dumas Art Project 2018 will be lit by Mrs. ASHMITABEN SHIROYA, the Mayor of the Diamond City at 6:30pm. This will be followed by a music concert featuring the popular, Hindi rock band from Gujarat, *Sarhadein*.

The Dumas Art Project which started in 2013 is a marquee, annual art festival of VR Surat which brings together a stunning display of installations and fine art from established and emerging artists around the country. It will have on display more than a hundred unique artworks, including paintings & sculptures– a collection curated from collaborating with the premier art institutions of India- Maharaja Sayajirao University (MSU) of Baroda, Surat School of Fine Arts, Veer Narmad South Gujarat University, Delhi College of Art, JJ School of Art (Mumbai), Chandigarh College of Architecture and Government College of Art (Chandigarh).

The increasingly popular art form of photography is a major part of DAP 2018, with an online contest, 'Gujarat- In Focus'. In association with Surat Igers, the contest has garnered an overwhelming response of over 3000 entries from across the State. Dumas Art Project will showcase a selection of 250 photographs on the Wall of Fame at VR Surat.

Sumi Gupta, Director- International Marketing and Product Development, Virtuous Retail, and the curator of the art festival said, "The sixth edition of the Dumas Art Project further strengthens our commitment to providing a unique experience beyond shopping to our customers. We are thrilled to culminate the 2017-18 edition of the country's first travelling art show, in the city where we first launched the public art series. The Dumas Art project is known for its strong curated sections and this year we are delighted to have added a collaboration with TEDx Surat for a *Pecha-Kucha* evening on the 8th of April. A screening of the critically acclaimed Gujarati movie *Bey-Yaar* in Magdala Plaza is another highlight to watch out for. "

The month-long festival will feature art related events including the Basement Art Project, a children's art competition, movie screenings and a Pecha-Kucha evening in collaboration with Ted X Surat.



About VR Surat

VR Surat is the first retail lifestyle destination developed by Virtuous Retail as an experiential shopping centre. In a short timeframe since its launch in 2013, VR Surat has become a social hub, offering an exciting mix of retail, art, entertainment and community initiatives. Packed with unique outdoor and indoor experiences, VR Surat is home to over 100 brands and world-class stores such as Shoppers Stop, Zara, Westside, Marks & Spencer, and MAC.

About Virtuous Retail

About Virtuous Retail South Asia VRSA is India's only institutionally backed integrated retail platform, that is both developing and managing community oriented lifestyle centres across the country. VRSA is aggressively expanding its pan-India portfolio which currently includes flagship centres VR Surat, VR Bengaluru VR Punjab and VR Chennai. Over the last 10 years, VR has redefined the spatial retail experience for consumers by delivering innovative centres that seamlessly integrate shopping, hospitality, food, leisure and entertainment. These award winning lifestyle centres are designed and operated by VRSA as social hubs that are 'Connecting Communities©' and celebrate local culture while enhancing the overall brand image of the city they are located in.