



Seventh Edition DUMAS ART PROJECT ANNOUNCED
17th April - 12th May 2019

Surat, 17th April 2019: The Dumas Art Project (DAP) today announced the opening of its 7th edition at VR Surat. Part of a successful roster of pan-Indian, award winning art shows that include Whitefield Art Collective (Est. 2016), Madras Art Guild (Est. 2019) and Punjab Art Initiative (Est. 2017) that are supported by Virtuous Retail as part of its connecting communities© program, DAP will reinforce Surat's position as one of India's premier art and culture destinations. DAP is additionally supported by the Yog Foundation.

The opening on April 17th will include lighting of the inaugural lamp by artists and alumni of the Surat School of Fine Art followed by the unveiling of The VR Art Car 2019, a work by established artist George Martin.

DAP 2019, a dedicated month of artistic immersion, will turn VR Surat into a hub of artistic activity. An ensemble of installations, curated through partnerships with leading institutions and eminent artists will be on display. This year the collective has collaborated with Surat School of Fine Arts, Maharaja Sayajirao University of Baroda, Government College of Fine Arts, Kumbakonam, Government College of Fine Arts, Chennai, Bharathiar Palkalaikoodam, Puducherry and Cholamandal Artists' Village, Chennai. VR Surat's online initiative, 'Gujarat- In Focus' has garnered an overwhelming response of over 2000 entries from across the State. Dumas Art Project will exhibit a selection of these photographs on the Wall of Fame at the Runway, VR Surat.

The month long project that goes on till May 12th, will also have an Art Bazaar, an Easter special Children's Art Competition, photography exhibition along with Art Cinema featuring a critically acclaimed Gujarati movie chosen by a poll by VR Surat's fans on social media.

Speaking about DAP 2019, Sumi Gupta (Curator) said: "Public art has the power to enhance and transform spaces and our broader living environments. The incredible response to DAP is a strong reflection of how we have been able to connect with the local community and bring art into people's everyday life. We are pleased to be back in Surat for the seventh time with our annual showcase."

DAP aligns with Virtuous Retail's approach that focuses on creating user friendly city centres both through the art of placemaking and through Connecting Communities© through a range of multidisciplinary events and initiatives. Virtuous Retail has been the presenting partner for PAI since its launch in 2017 and a strong supporter of all art forms. Across its many centres in India, Virtuous Retail houses an impressive collection of permanent installations by renowned artists, including the Jal Tapi (Located in the Runway at VR Surat) by Padma Shri Paresh Maity, Synergy (VR Bengaluru) by Dimpy Menon, Seeds On The Left Bank Of The River (VR Bengaluru) by Murali Cheerth, The Bodhisattva (VR Chennai) by Satish Gupta amongst many others.

VR Surat hosts Dumas Art Project as part of its local Connecting Communities© initiative, an ongoing project that aims to encourage civic pride, strengthen the local economy and enhance Gujarat's image.

Speaking of DAP and the VR Art initiatives, Pankaj Renjhen, COO, Virtuous Retail South Asia (VRSA) said, "We are happy to host Dumas Art Project as it dovetails into our philosophy of bringing the most enriching and exclusive experiences to the discerning audience of the Diamond City. This

complements the shopping experience we offer with exclusive brands like Zara, Marks & Spencer amongst others, that makes us the most compelling fashion and F&B destination in the city. VR continues to redefine the spatial retail experience for consumers by adding art and culture to the mix.”

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

Headquartered in Singapore, Virtuous Retail South Asia Pvt. Ltd. (Virtuous Retail), develops, owns and operates community-oriented retail and lifestyle centres. Over the last decade, Virtuous Retail has redefined the spatial retail experience for consumers in India by delivering innovative centres that seamlessly integrate shopping, hospitality, food, leisure and entertainment, including current operating flagships VR Surat, VR Bengaluru, VR Punjab and VR Chennai. With additional developments under construction in Delhi and East Bengaluru, the India retail portfolio is now 8.3 million sq. ft.

For more information and updates please visit www.virtuousretail.com.

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