



Incredible journey of 5 years (2012 to 2016)
&
Invitation to collaborate for international travel.



“Celebrating India’s Heritage through Films”



an initiative of



"Committed to Revitalise Arts and Crafts of India"



“Celebrating India’s Heritage through Films”

The Heritage Film Festival project is an initiative of *aadhar* as a part of its mission to raise awareness about India’s rich artistic heritage.

The Heritage Film Festival aims to increase awareness and educates people about India’s heritage through films.

Festival was started in the year 2012 in Ahmedabad, the first UNESCO world heritage city of India, in Gujarat. Festival explores and celebrates India’s glorious heritage through audio-visual media. Since the starting, every year the selected films of the festival are screened at various heritage spaces and education institutions to public for free in Ahmedabad during the UNESCO declared World Heritage Week between 19 to 25 November.

Overall purpose of the festival is to encourage film submissions , to organise film-making projects, to review film competitions, and to screen films to different audiences.



an initiative of





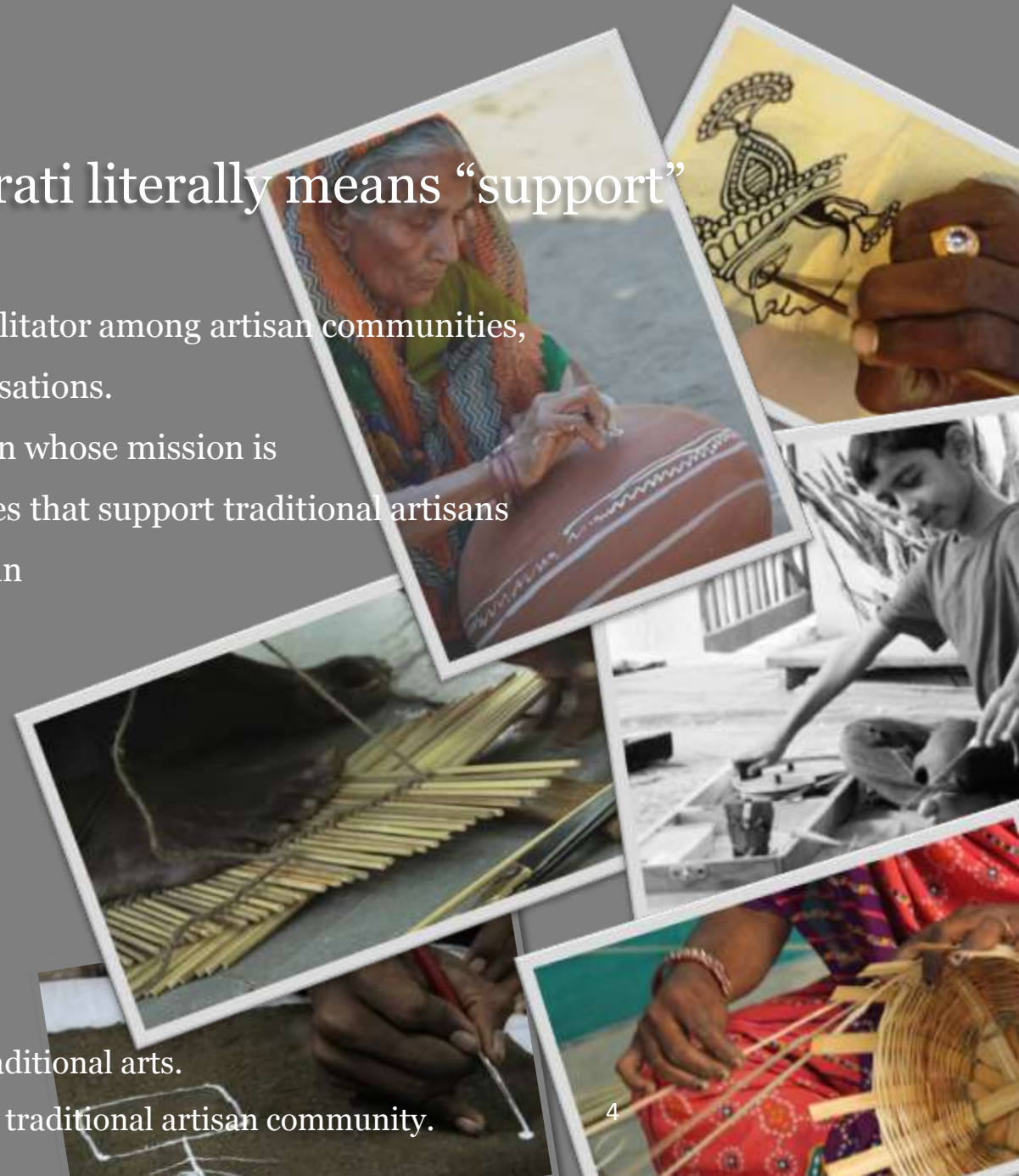
aadhar, which in Gujarati literally means “support”

aadhar acts as a collaborator and facilitator among artisan communities, individuals, public and private organisations.

aadhar is a not-for-profit organisation whose mission is to develop programs and opportunities that support traditional artisans and craftspeople, in an effort to sustain their livelihood, and contribute to the revitalisation of the collective cultural heritage of India.

Key Objectives:

- Research, documentation, archival.
- Develop awareness programs.
- Maintain indigenous identity of the traditional arts.
- Encourage professionalism among the traditional artisan community.





"Committed to Revitalise Arts and Crafts of India"

Major projects continuing by *aadhar* at moment:

1. Research and documentation of practicing traditional potters from Gujarat and other parts of India.
2. Research and documentation of practicing traditional bead work artisans.
3. Heritage Film Festival.
4. Heritage Film Archive.
5. *Samvaad* – a dialogue on heritage – e-publication.
6. Explore Amdavad Arts.
7. Research, review and promotion of artisans and crafts communities of India.

Over and above our independent projects we also collaborate with programs that falls under our mandate to fulfill organizations objectives.

We offer internship programs for students and upcoming professional from all professional areas related to art, craft, social science, management, film, design, culture and IT.

aadhar believes that collaborative efforts bring tangible change for betterment of India's Heritage Art sector.

Connect for collaboration, sponsorship and donation at www.aadhar-india.org



Journey of Festival

from 2012 to 2016

Presenting a glimpse of the journey and few facts about the Heritage Film Festival (HFF hereafter). Since its inception in the year 2012, HFF is well received and participated by many individuals and organisations. Film-makers (students, amateurs & professionals / individuals & groups) from India as well as many places across the globe have submitted their film entries and also made documentaries specially for the festival.

Festival themes :

1. Year 2012 - *Hastakala*
2. Year 2013 - “Visual Narrative Arts & Handicrafts” of India.
3. Year 2014 - Arts & Crafts of India and Fairs & Festivals of India.
4. Year 2015 - Handmade in India.
5. Year 2016 - Cultural Stories through Arts & Crafts.

HFF further will add to the theme various aspects of Indian Heritage.

Each year the festival announces a theme and invites films (documentaries / short-films / animation films) on that theme. Our team also offers suggestions and discussions to help film makers to choose a subject, location and initiate research on the topic.



an initiative of

आधार
aadh ar



Journey of Festival

from 2012 to 2016

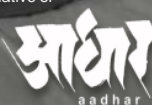
A panel of experts on project's jury views the entries and compiles a selection of films for public viewing as well as awards every year. We are pleased to have eminent experts in respective area of their professions like Aditi Desai, Aditi Ranjan, Ashoke Chatterjee, Esther David, Gurpreet Singh, Hridaynath Gharekhan, Margie Sastry, Ravji Sondarva, Nirav Barot, Sangeeta Shroff and Viloo Mirza on the jury panel for the festival up till now.

In last **5 years** the festival has received **450+ short-film** / documentary / animation films. All the films received for the Heritage Film Festival becomes part of the Heritage Film Archive. The Heritage Film Festival and Heritage Film Archive (HFA) are two complementary projects that are part of the archival and promotional objectives of *aadhar*.

87+ films are selected by our eminent jury for public viewing from the entries up till

December 2016.

an initiative of





Journey of Festival

from 2012 to 2016

By now we have well researched audio-visual documentation on a number of arts and crafts of India that have been covered in HFF / HFA documentary collection. Few to name:

Gond painting, **Storytelling** traditions of India, Hand-woven **textiles**, Traditional **pottery** and **Terracotta** art, Phad painting, Bagru hand-block printing, Kutchhi appliqué & hand embroidery, Bhopa - the **phad** performer, **Batik**, Ajrakh textile, **Turn wood** lacquer, Metal bell-making, **Sanjhi** traditional paper art, **Miniature** painting, Handmade **tile-making**, Leather **juti-making**, *Mata-no-Chandarvo* , a religious textile art India, Aari & Zardozi, **Bidri craft**, Hand-embroideries, **Crochet**, Wooden Block-making, **Dancing dolls**, Thanjavur painting, Art plate-making (silver, brass, copper), Handmade metal **utensil-making**, Machlipatam chintz textile, Wood carving, **Bamboo craft**, Cane craft, Paper craft, **Palm leaf craft**, Banana fiber craft, **Sanganeri** Dhabu printing, Candle making, Elephant decoration, Leather puppets, **Wooden toy** making, **Filigree** art, *Bandhani* (tie-dye), **Ritual** for Lord Shiva, **Theatre art** for charity, **Puppets** – wooden, leather, fabrics, Contemporary **Indian painters**, Bhil Art, Master craftsmen from India, **Playing card** making, Bengali painters Bengali wedding ceremony, **Sword** making, **Enamelling**

an initiative of

आधार
aadhar



Journey of Festival

from 2012 to 2016

The films are viewed by audience at various venues that include **heritage** spaces, **education** institutions, **public** places and even in a **jail** in Ahmedabad in last 5 years. Proud to mention venue partners: *Vaarso* - heritage haveli, Chetna - Baronate ni Haveli, Sarkhej Roza, Amdavad-ni-Gufa, Nirma Vidyavihar, National Institute of Design, Gujarat Chamber of Commerce and Industry, Satyagrah Ashram - Kochrab, Central Jail - Sabarmati, Tribal Research and Training Institute - Gujarat Vidyapith, Heritage House - Jagdip Mehta, F D School, Sheth C N Vidyavihar, Vishala - Utensil Museum campus, Apang Manav Mandal, Redbricks school - Sundarvan campus, Diwan Ballubhai School - Kankaria, Kavi Dalpatram Chowk, *Dwarkadhish ni Haveli* , Alliance Francaise d'A Ahmedabad , Mahatma Gandhi International School , "Jeevantirth", Act of Kindness , Ashram Vinay Mandir , National Institute of Fashion Technology and Indian Institute of Technology in Gandhinagar.



an initiative of



Journey of Festival from 2012 to 2016

Besides the annual screenings in Ahmedabad, festival invited to be part of heritage and art related events pan-India. Talks, seminars and workshops based on Indian arts and crafts are conducted along side film screenings.

Festival is invited to be part of prestigious programs like

‘India Ki Khoj’ IITgn 2013,

‘Garvi-Gurjari National Craft Fair & Summit 2014’,

Golden jubilee celebration of the Craft Council of India 2014

and

Shilp Katha SID pune 2014 & 2015.

More than 39000 individuals, of various age groups & different walks of life, have viewed the films of the Heritage Film Festival till

November 2016.

an initiative of



Director's note

During the first year there was a doubt in my mind whether anyone would will make / send a film made on the theme, that too a very specific theme “*Hastakala*”! But within a short span of 2 months we received more than 100 entries, which was like a dream come true.

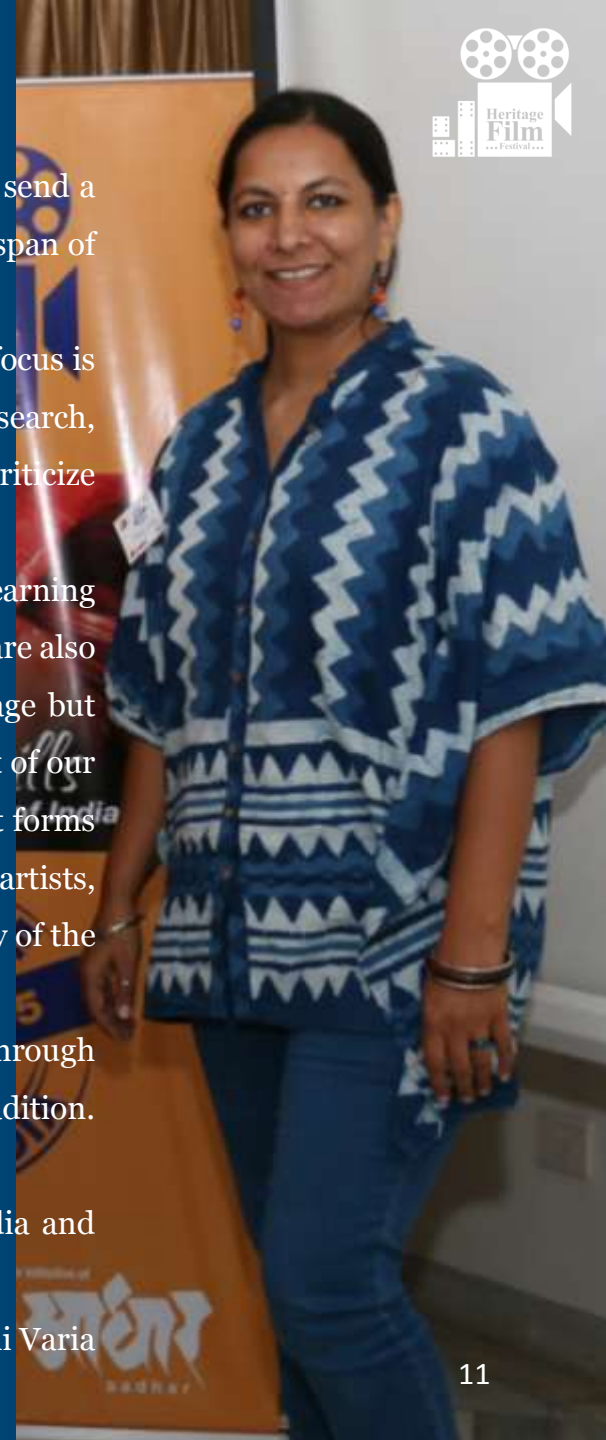
One of the reasons why the Heritage Film Festival project is close to my heart is that its focus is art, craft and heritage of India; though it is a Film Festival, emphasis is given to the research, process and understanding the situation of a heritage aspect of India, rather than just criticize or praise the film making aspect.

The audience till now is quite varied and they take home knowledge with different learning from the films. Some impacts are tangible and can be presented in numbers while there are also intangible aspects which for me are more meaningful for sustenance of India's Heritage but difficult to record. It is very appalling for me to know that though till now although most of our audience in spite of being Indian, were not aware of some of the very famous arts / craft forms of India. Not only the general audience but we have got a similar response from artists, craftspeople, designers and experts of heritage subjects that they didn't knew about many of the craft / art forms in the films that they viewed during the festival.

For us the purpose of the festival is simple, to promote India's Heritage through Films; to educate the audience and make them aware of our rich and diverse craft tradition. And we feel in last 5 years we have begun to achieve our aim.

We further forge ahead to take the film collection to more and more audiences in India and abroad. I invite individuals and organizations to partner us for the same.

Festival Director – Avani Varia



Festival and artisans – hand in hand

Shyam Lal Kumhar



The AWARDS to the winning entries are traditional art pieces and whole heartedly sponsored by Traditional Artisans from India. We found it appropriate to present the winning filmmakers a traditional art piece which would demonstrate the impressive art of the region and skills of an artist, rather than offering a conventional metal-wood award.

Each award till date is a traditional art piece which represents the intrinsic creativity and skill of Indian artisans.

Further plans

We are happy to share the fact that the project is well received and supported by many individuals and organisations; as it is not just promoting heritage arts but also encouraging 'Make in India' and 'Made in India' thus facilitated towards a sustainable employment generations of various art and craft communities. The program has a noticeable impact on locals to endorse products that are made in India and appreciate craftsmanship when they learn about the process of the art / craft from the festival films. Children and youth have shown a keen interest to meet the artisan, craftspeople and support them.





Further plans

There are more than **150 individuals and organizations** that **collaborated** for the project from 2012 till 2015. One of a Special Collaboration of the project is the Award Sponsors who are none other than the **traditional artisans of India**. The awards for winning entries are traditional art pieces / exclusive collector artifact that are sponsored by traditional artisans from Gujarat and Rajasthan till now.

To date our films have been showcased at **28 venues** in Ahmedabad, Gandhinagar and other places in India; more than **39000 viewers** of all age groups and all walks of life have seen the films (until November 2016).

We are getting queries from different parts of India as well as the UK, USA, Africa and other parts of the globe to bring the film show along with art and craft demonstrations, talks, workshops. Our team is actively working to plan for the festival to travel.

In our mission to reach to possibly more audiences we welcome hosts (individuals and organizations) from across the globe for collaborations, sponsorship and donations.



“Celebrating India’s Heritage through Films”

An initiative of



www.hff.aadhar-india.org | film.aadhar@gmail.com

+91 9408781522 | @HFFaadhar