

**Call for Proposals:  
The Saree Festival 1**

Conceived, curated and presented by Red Earth

An exposition of Sarees created in diverse media and styles, using diverse techniques and artistic vocabularies - from the traditional hand-woven to designer led interventions in weaving, haute couture sarees to graphic sarees - the Saree sans frontieres!

**Alliance Francaise de Delhi, Lodhi Estate, New Delhi  
Fri 2 May – Sun 4 May, 2014, 11 am to 8 pm**

Stall price on request

**STALL PRICE**

Inclusions and size: 2 tables and chairs per stall.

**GUIDELINES**

- The stalls in the festival are by invitation only or via a process of selection.
- Please send us a proposal with a description of your design project and images of your work that you hope to showcase at the Mela.
- Please note that we lay great stress on display design, so we would encourage you to think about this beforehand, and share your ideas with us in advance.

**WHO CAN APPLY**

- Saree Makers: Weavers, Designers, Fashion designers, Graphic designers
- Artists and designers working in other mediums who would like to create work inspired by the saree (This could also include jewellery or other saree accessories, but also other mediums like products, stationery, etc)
- Surprise us with a new twist in the saree story - suggest an out of the box Saree idea!

**Contact Himanshu Verma / [himanshu@redearthindia.com](mailto:himanshu@redearthindia.com) / 41764054 for enquiries / bookings.  
Send in proposals latest by February 1, 2014**

**SOME OTHER INFO:**

- We have a strict process of quality control and promote our events amongst our niche network of design enthusiasts, hence making it one of the most respectable and interesting places in the city to show your work.
- Average footfalls expected per day (based on previous footfalls): 250-300 per day
- The participant's names and URLs will be publicised prominently on all promotional materials, and our online networks, promising you good visibility amongst the relevant audience.
- Sustainability is of utmost importance in any creative practice, and we are hoping for you to do good business. But the REDM goes beyond that – we want to create friendships and a vibrant design community.
- The Saree Festival exhibition is modelled on another of our properties, The Red Earth Design Mela, check out previous editions of the mela at:

Monsoon 2011: [http://2011.themonsoonfestival.com/?page\\_id=480](http://2011.themonsoonfestival.com/?page_id=480)

Spring 2012: [http://redearthindia.com/?page\\_id=1071](http://redearthindia.com/?page_id=1071)

<https://www.facebook.com/media/set/?set=a.288813481203461.69156.134516339966510&type=3>

Monsoon 2012: [http://2012.themonsoonfestival.com/?page\\_id=33](http://2012.themonsoonfestival.com/?page_id=33)

<https://www.facebook.com/media/set/?set=a.255018681281823.55108.242278152555876&type=1>

Xmas 2012: [http://redearthindia.com/?page\\_id=1298](http://redearthindia.com/?page_id=1298)

Monsoon 2013: [http://www.themonsoonfestival.com/?page\\_id=30](http://www.themonsoonfestival.com/?page_id=30)

**The Saree Festival:  
The swirl of the endless beauty**

Inaugural edition: May 2-4, 2014 at Alliance Francaise De Delhi

**Curatorial Concept**

A drape that has been around since classical times, endlessly evolving, ravenously reinterpreted, feted in fashion circles, and yet, very much also a part of our everyday lives, the Saree is the life breath of India.

The Saree Festival attempts to create an ongoing tribute to this most wondrous, most amoebic pahnawa, the warp and weft of which has kept traditions as well as movement alive.

The core of the festival presents an exposition of Sarees created in diverse media and styles, using diverse techniques and artistic vocabularies. Platforms which foreground the Saree tend to focus on either one of its styles: traditional, or contemporary. Various Saree exhibitions and showings signal an engagement with the vast diversity of traditional Sarees created by weavers from different parts of India. Yet others cover somewhat ground, also featuring interventions by contemporary designers with traditional weaving practices. Much in contrast to this "traditional" approach, at the other end of the Saree spectrum is the reinterpretations of the Saree at a structural /formal level by contemporary designers trained in the discipline of fashion. A third stream of the Saree universe brings us to a new idiom – a language of digital print and graphics. This vocabulary is all pervasive, in its grand sweep from the big daddies of fashion to the street side Saree shops working with a mass produced industrial aesthetic.

While the richness of experience that the Saree is capable of in contemporary times, is there for anyone to see, it's very rare to see a comprehensive, all encompassing celebration of the Saree. Craft platforms are unwilling to engage with the newer forms the Saree is lending itself to, sometimes looking down upon, denigrating or thinking poorly of these styles and placing a premium on the handcrafted, traditional forms over the others. The big bad world of Indian fashion returns this compliment by shifting the premium to the more cutting edge, experimental forms in which the Saree is being re-imagined. As a result, even though we have an immensity of ways of looking at the Saree, we experience this grand narrative in fractions and fragments, and almost never do we attempt to create a story which allows us to enjoy and engage with all these forms and styles of the magic garment, without building hierarchies, and putting Saree aesthetic into boxes.

The Saree Festival attempts to be this unalloyed, all pervasive love affair with the drape, in bringing together the vast richness of styles, materials, traditions, techniques, experiments, vocabularies, sensibilities, that can all achieve fruition under the never ending swirl of the Saree.

We do not want just this or just that, if it is the Saree, we want it all, to experience the magical transformation of the Saree, in all its mind boggling avatars. The Saree sans frontiers!

We also hope that the festival will bring to light some exciting new work in the realm of the Saree, and away from those who have already achieved Saree stardom, encourage the next rung of Saree makers to enter the fray. Because when it comes to the Saree, there is ever room for so much more...

The exposition will feature the Saree work of weavers, textile designers, fashion designers as well as graphic designers, and even possibly Saree inspired works in other design or art mediums. The satellite components of the festival will present varied programming on the Saree, every year, be it art, music, performance, documentation, research, poetry, films, photography or other mediums inspired by the classic-contemporary romance of the Saree.

- Himanshu Verma, 2014