Art for Land 2021 - 2022

The ART FOR LAND and UNITY PAVILION teams along with Acres for Auroville, the AV Art Service, and Talam all warmly invite you to attend their Solidarity for Auroville’s Land!

ART FOR LAND 2021 – 2022 Exhibition & Events
Sunday 30th January - Sunday 6th March
with creative works donated by Auroville and friend artists

Celebrating Sri Aurobindo’s 150th Anniversary and the 75th Year of India’s Freedom

Art for Land will hold its new cycle of beauty and solidarity for Auroville’s land with a month of inspiring events from 30th January - 6th March followed by more special actions during this special anniversary year

artforland@auroville.org.in unitypavilion@auroville.org.in lfau@auroville.org.in
www.artforland.in: website, online gallery, artist and donation information, artwork purchase

Alone who stares at the future’s covered face,
Man lifted up the burden of his fate. - Savitri 1.46

A Voice ill-heard shall speak, the soul obey,
A power into mind’s inner chamber steal,
A charm and sweetness open life’s closed doors
And beauty conquer the resisting world,
The truth-light capture Nature by surprise,
A stealth of God compel the heart to bliss
And earth grow unexpectedly divine. - Savitri, 11.46
The above lines from Savitri will be the foundation for ART FOR LAND’S rich upcoming year!
The 2022 Exhibitions and Events are starting with our Opening Ceremony on Sunday, January 30th. We are looking forward to a rich month of February, filled with exhibitions and cultural events. February will be followed by a year filled with multiple Art for Land exhibitions and further events – all celebrating Auroville’s land, Sri Aurobindo’s 150th Anniversary and India’s 75th year of freedom.

We look at 2022 as a year with which we are aligned in a vision of hope.
We hold the faith that change is possible, and the trust that great light and support will meet our efforts as we stretch towards the Future. The Art for Land Team is gearing up to give its full support for energizing these movements.

Our aim is to create a beautiful gift of resources for Land Purchase as the crown of our actions.
This is our Goal for the coming year, We see this year’s Art for Land as a collective gift to Sri Aurobindo for the realization of Auroville!

We warmly thank all the artists who have donated to build our collection of over 1500 works!
We invite all artists to join us again by supporting this new call. Art for Land is also a beautiful venue that showcases Auroville as a special hub of art and creativity!

We place a firm focus on doing these actions with a large and wide participation, with everyone together giving a hand. We call on event organizers to join in this action of collective support and celebration. And, as every year, we will hold our Generosity Fair and invite collaboration for this too!

There is a strong sense that the next years will see great progress in the consolidation of the land of the Auroville Master Plan. With a new Governing Board in place, chaired by the new Governor of Tamil Nadu, The Honourable Sri R.N.Ravi, and with the Puducherry Governor, The Honorable Srimati Tamilisai Soundararajan on board as well - plus the appointment of the esteemed new International Advisory Council - there is definitely a strong sense of action.

Our new Secretary of the Auroville Foundation, The Honorable Dr. Jayanti S. Ravi has already shown her focus on the land issue and also her great interest in Art and Culture. We look forward to her collaboration and support for the upcoming Art for Land programs and events, during this year of celebration of both Sri Aurobindo’s and India’s place in the World.

ART FOR LAND NEWS – WHAT’S BEEN DONE & WHAT’S AHEAD
It is wonderful to feel all these possibilities of collaboration around the Land, Art and Culture !
There has been a lot of preparation and progress for this new Art for Land cycle through the work of our Team members, with support and solidarity coming from many sides. This flow of Generosity that we have been building over the years is is amazing and rewarding to us all.

OUR FIRST 2021 – 2022 EVENT
20th November 2021 saw the opening of a beautiful Art for Land exhibition at Aurodhan Gallery with selected artworks from our collection, as a prelude to the new cycle 2021/2022 and as part of the 150th celebration.

The French Consul-General Madame Lise Talbot Barré attended the opening, which was very well received. Madame Consul-General expressed her happiness to collaborate with us around Art and culture and we took the opportunity to invite her to be part of inaugurating the 2022 Art for Land Exhibition on January 30th in Auroville to which she readily agreed. The Inauguration’s time and program will soon be communicated (artforland@auroville.org.in unitypavilion@auroville.org.in)
OUR WEBSITE – NEW FUNCTIONALITIES
Our Art for Land website www.artforland.in – with its online gallery, artwork purchase and donation information - has been upgraded for user-friendliness, and appeal thanks to Shankardevy’s team at Talam. The Talam Pay system can now be used for direct payments on the website for reserving and purchasing AFL artworks online. And thanks to our AFL team, it now has a beautiful catalog of the artists and of their works which can be accessed through a link on the website.

GENEROSITY FOR OUR NEW STOREROOM:
Art for Land now has more than 1500 artworks, including a number of collections, that all have been generously donated!! Thanks to the financial support of friends, they are well cared for in our artworks storeroom, which is fully shelved and now air conditioned for temperature and humidity control. A fully computerized hands-on cataloging system is being put in place for easy access.

THE AFL BOUTIQUE
The small upstairs Boutique cum office is in place with a display of paintings, ceramics and woodworks year-round. There is also computer access to the full catalog for interested visitors and for on-line sales.

SEEING AFL WORKS AT THE NEW JANAKI SHOP
This Puducherry shop, hosted by Auroville’s Upasana, has become a “House of Auroville”.
Janaki will house a display of Art for Land artworks in collaboration with Auroville Art Service. (Janaki also has a number of other Auroville units represented, with a large screen showing videos on Auroville throughout the day – plus there is a small cafeteria!)

COLLABORATION WITH THE PUDUCHERRY TOURISM DEPARTMENT
We are in contact with the Puducherry Tourism Department’s Director, Srimati Asha Gupta, who is looking forward to collaborating with Art for Land, and also to promoting a greater Art Network for the Puducherry - Auroville area.

NEW STREAMING FACILITIES AT UNITY PAVILION
Streaming of on-line events really brings us closer in ways we had not fully experienced and appreciated earlier. Unity Pavilion is step-by-step getting equipped to be fully able to facilitate this and with a high degree of technical competence. Together with Gopika and Nadaka we will be creating the music events and workshops filled with the atmosphere of collaboration and unity we aspire for.

Our rich schedule of events in Auroville, at Unity Pavilion and streamed online, is now in preparation!!

The Lands for Auroville are to be bought and can be bought.
The money is needed will you help?