

Press Note: Apeejay Kolkata Literary Festival 2016 – Day 4

Event: *Photo-Adda-Walk*

Kolkata, 17th January, 2016: Apeejay Kolkata Literary Festival 2016 presented on its closing day another literary innovation, created in collaboration with *Streets of Calcutta* and *Calcutta Instagramers*. Photo Adda Walk showcased the great literature, culture, art and heritage the City of Joy possesses as seen through the prism of an app based sharing platform viz. Instagram owned by Facebook.

Heritage Walk, the first leg with 65 odd participants led by eminent blogger and academician Rangan Dutta supported by *Streets of Calcutta* was conducted on Jan10th . The group covered expanse of College Street, Coffee House, Sanskrit College, University Institute Hall, Jaha Khan Masjid, Rishi Aurobindo's residence, Theosophical Society, Mahabodhi Society, Baptist Mission Chapel, Bengali War Memorial College Square, Dharmapal's statue (founder of Mahabodhi Society), David Hare's grave, Calcutta University, Presidency University, Krishna Das Pal's statue, College Street Market, Laha Bari, Thanthania Kali Bari, Heritage tram stoppage plate, Sadharon Brahma Samaj and culminated at the Vivekananda Museum with an audio visual on the great personality.

Instagrammers Meet at Park Street, The second phase was held today closing day of AKLF 2016, conducted by *Calcutta Instagramers* where participants clicked and uploaded photos live with the hashtag - #AKLF and #AKLF2016 on all social media platforms. The walk concluded with meet at Oxford Bookstores where some selected photographs were showcased on the projected screen followed by a discussion on both the walks.

Both the walks resonated the commitment and passion of the Apeejay Kolkata Literary Festival to showcase the city's rich cultural heritage. In 2016 AKLF brought this commitment to the fore with the young at its core while continuing to do what it has done for the last seven years - hosting its events and activities at various historical venues like Victoria Memorial, Town Hall, National Library, St Johns Anglican Church amongst others.

About Apeejay Kolkata Literary Festival (AKLF): 2016

Apeejay Kolkata Literary Festival (AKLF) is Kolkata's pioneering literary festival. Instituted in 2010 by the Apeejay Surrendra Group and its heritage Oxford Bookstore on Park Street, AKLF grew out of the bookstore's year round involvement with books, writers & publishers. In the seven years since Kolkata saw her first literary festival in AKLF, literary festivals have mushroomed across the country, but AKLF stands apart with its unique identity as the only one nearly 100 year-old bookstore as its nucleus. AKLF offers an atmosphere of warm, welcoming intimacy, favours depth over size, and includes a variety of subjects, from history to the environment. AKLF also celebrates Kolkata's magnificent public monuments and heritage sites as settings for Festival events, and eminent literati and cultural stalwarts from across India and overseas join the festival

scheduled every year in the second week of January. In 2016 AKLF celebrates diverse themes encompassing books, theatre, the arts and cinema. AKLF's focus is on younger writers, newer voices and fresh audiences in its ongoing attempt to build an audience for books and reading. The 7th edition of AKLF is poised to scale new heights, with an outstanding and meticulously curated programme, bringing the world and the nation to Kolkata. Continuing to celebrate the city's magnificent public monuments and heritage sites the festival rediscovers the quaint and hidden charms of the city through heritage walks. AKLF highlights several unique concepts with a fresh approach that reflects current concerns such as diversity, gender equality, continuities across borders and youth engagements, which are also broad themes running through the festival. AKLF signature heritage sites include Nandan, Town Hall steps, The Indian Museum, Presidency University, Tollygunge Club and Victoria Memorial. AKLF 2016 has participation from Australia, Israel, Scotland, Italy, Nigeria, Portugal as well as England, France, Germany, Pakistan, Bhutan and others. Some of the prominent personalities who will be part of the literary extravaganza are Ben Okri, Meera Syal, Christine Manfield, Ashis Nandy, Vir Sanghvi, Bharathi S Pradhan, Shatrughan Sinha, Shobhaa De and more. The four day long, multi-faceted event has several stimulating components designed to give visitors and the audience an enriching experience, with a great blend of literature, culture, art and heritage. And all of this is absolutely free for Kolkata and her culture-loving audience.

AKLF 2016 Partners and Associations:

The AKLF 2016 edition has forged several new, prestigious associations, following its impressive collaborations in first year in 2010. We are proud to welcome on board both our new and regular partners including the Victoria Memorial Hall, Indian Museum, Australian High Commission, Embassy of Italy in India, Bloody Scotland, British Council, Calcutta Debating Circle, Crime Writers Festival, Embassy of Israel in India, Alliance Française, Portugal Embassy, Presidency University, Jaipur Literary Festival, Yes Foundation, FACES, Open Doors, FREED, The Creative Arts, Poetry Paradigm, MAKAIAS, Tollygunge Club, Max Muller Bhavan - Goethe Institute, The Park, Modern High School for Girls, Rakshak Foundation, Aishee, Streets of Calcutta, Calcutta Instagrammers, Wikipedia, Caravan, BEE books, Gibl.in, Bulk Email SMS India, Presto, She and Griffith Review. We also have 91.9 friends FM as radio partner, The Times of India as Print Media Partner, Anderson as Printing Partner, Selvel as Outdoor Partner, Typhoo as Refreshment Partner, Mera Tiffin as Food Partner, Indismart and Anon Production as special partners. A wide cross section of publishers, which include Niyogi Publishers, Future Publishers, OM Books and others will showcase their authors at AKLF 2016. AKLF is proud of these associations and hope they keep growing year on year.

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