

## **5-day Apeejay Kolkata Literary Festival 2013 commences from Victoria Memorial Inaugural Ceremony bring alive Bengal Art form, *Patachitra***

**Kolkata, January 9, 2012:** Apeejay Kolkata Literary Festival 2013 was inaugurated today by Shri M. K. Narayanan, Hon'ble Governor of West Bengal, at the majestic Western Quadrangle of the Victoria Memorial. The inaugural event was held in collaboration with Victoria Memorial Hall. The five day literary extravaganza commenced in a unique and creative way with Shri Gurupada Chitrakar, famed in the *Patachitra* art presenting His Excellency the Governor with an AKLF *Patachitra* scroll highlighting the story of Apeejay Kolkata Literary Festival. The mesmerized audience broke into a thunderous applause as Shri Narayanan unveiled the myriad shades of *Patachitra* scroll and Shri Chitrakar narrated and sang the story of Apeejay Kolkata Literary Festival.

*Patachitra* is a traditional art form of Bengal that has been beautifully employed by AKLF, for the inauguration and throughout its communication, as its motif of the year. The Festival seeks to depict through its Motif the significance of Apeejay Kolkata Literary Festival and how it aims to weave the artistic, literary, and cultural strands seamlessly within the intellectual fabric of Kolkata.

Speaking on the opening theme of AKLF 2013, "A Century of Indian Cinema", His Excellency highlighted the role of Cinema in the collective consciousness of the country. The Festival keynote address on "A Century of Indian Cinema" was given by renowned and path breaking Film Director, Shyam Benegal. Benegal spoke about the history and typical characteristics of popular Indian cinema, its connections with the nationalist project, and its differences with "alternative" non-mainstream filmmaking. As the evening grew into a journey through the world of motion pictures in India, the audience found their own memories of movie going enriched and deepened.

### **About Apeejay Kolkata Literary Festival (AKLF) 2013:**

A Community initiative by the Apeejay Surrendra Group, the annual literary festival hosted since 2010 in Kolkata is the first international literary festival in Kolkata, a city celebrated for its intellectual depth and cultural heritage. An array of special curated discussions, performances and some of the finest literary events are scheduled for the fourth edition from 9th- 13th January, 2013. A noteworthy literary and cultural representation from across India and overseas will be seen at the Festival, amongst the finest minds from India and overseas. Prominent personalities attending will be Ramachandra Guha, William Dalrymple, Shyam Benegal, Pavan Varma, Yasmin Ali Bhai Brown, Amit Chaudhuri, Leila Seth, Manil Suri, Ruchir Joshi, Onir, Urvashi Butalia, Shobhaa De and Tishani Doshi and several others. Events are scheduled at significant cultural and heritage venues across Kolkata like National Library, St John's Church, banks of Hooghly, Lascar Monument, and at India's finest and most loved 92 year old iconic bookstore- Oxford Bookstore, Kolkata. Amongst the many highlights is Festival's collaboration with the Tibor-Jones South Asia Prize to recognize and encourage new and emerging writers in the South Asian region.

For event videos & pictures Log On to <http://www.aklf.in/>

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