



VR Surat Launches 4th Edition of the Dumas Art Project

Surat's Largest Community Art Festival

Surat, 1st April 2016: Virtuous Retail's flagship integrated retail lifestyle destination - VR Surat, announced the launch of the 4th edition of the highly successful Dumas Art Project. This will be a month long initiative celebrating a rich heritage of art and culture in Gujarat and will be open to visitors from 1st April to 30th April, 2016.

Staying true to the core philosophy of 'Connecting Communities', VR Surat in this edition of the Dumas Art Project, has associated with the Faculty of Fine Arts, Maharaja Sayajirao University, Vadodara and the Surat School of Fine Arts, Veer Narmad South Gujarat University. Over the years these institutions have become synonymous with modernist art practices in India.

Since its inception in 2013, the Dumas Art Project is a marquee, annual art festival of VR Surat which brings together a stunning display of installations and fine art from promising artists around the country. The Dumas Art Project has received several accolades over the past three years. VR Surat transforms into a veritable art gallery for the duration of the Dumas Art Project, where artists express their creativity through the simple yet magical use of art!

Sumi Gupta, Director, Virtuous Retail, said, "VR Surat's carefully curated Dumas Art Project, has received tremendous appreciation over the past three years, and has allowed thousands of visitors to appreciate, indulge and enjoy art in an easy, accessible manner. For the 4th edition this year, in keeping with our core philosophy of 'Connecting Communities', we are collaborating with two famous art institutions from Gujarat, for the first time. It is a rare but exciting opportunity for these promising artists-in-the-making to share the same platform with established and famous artists."

Professor Shashidharan from Faculty of Fine Arts, MSU Vadodara, said, "VR Surat is playing a commendable role in giving a platform for students to exhibit their creativity alongside experienced artists through the Dumas Art Project, while also making art accessible to the general public. It will be also interesting to see the interaction of the public at large with art on display at VR Surat."

Professor Bhrigu, from Surat School of Fine Arts, said, "The Dumas Art Project by VR Surat is an excellent avenue for art students to hone their creativity and excel in their field."

For more information, please visit www.vrsurat.com to learn more

Address: Dumas Road, Magdalla, Surat, Gujarat - 395007

Dates for Dumas Art Project: 1st April to 30th April, 2016

Timings for Dumas Art Project: 11 a.m. to 10 p.m.



About VR Surat

VR Surat is the first retail lifestyle destination developed by Virtuous Retail as an experiential shopping centre. In a short timeframe since its launch in 2013, VR Surat has become a social hub, offering an exciting mix of retail, art, entertainment and community initiatives. Packed with unique outdoor and indoor experiences, VR Surat is home to over 100 brands and world-class stores such as Shoppers Stop, Zara, Westside, Marks & Spencer, and MAC.

Visit www.vrsurat.com to learn more

About Virtuous Retail

Established in 2007, Virtuous Retail (VR) is an institutionally owned developer-operator of community oriented premium lifestyle destinations in India's top cities. Virtuous Retail's pan-India portfolio includes prime city center locations in Bengaluru, Chennai, Mumbai, Pune and Surat making it the leading platform of quality retail real estate in the country. The company specializes in combining global expertise and local knowledge to create high performance retail environments with strong urban connections.

Visit www.virtuousretail.com to learn more

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