

## **VR Surat Launches 5<sup>th</sup> Edition of the Dumas Art Project**

### **Surat's Largest Community Art Festival**

**Surat, 8th April 2017:** Virtuous Retail's flagship integrated retail lifestyle destination - VR Surat, announced the launch of the 5th edition of the highly successful Dumas Art Project. This will be a month long initiative celebrating a rich heritage of art and culture across India and will be open to visitors from 8th April to 7th May, 2017.

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 established and emerging artists around the country. The Dumas Art Project has received several accolades over the past four 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!

Staying true to the core philosophy of 'Connecting Communities'©, VR Surat in this edition of the Dumas Art Project, has associated once again with India's top most institutions, Faculty of Fine Arts, Maharaja Sayajirao University, Vadodara and the Surat School of Fine Arts, Veer Narmad South Gujarat University.

This year VR Surat is focussing on the increasingly popular art form of 'photography' with an online contest, 'Surat In Focus'. This is organised in association with 'Surat Igers' which is recognized as the largest and most active Instagram group in Surat. This contest which ran from the 20<sup>th</sup> of March – 2<sup>nd</sup> of April had passionate amateur and professional photographers of Surat exploring the city and capturing their favourite spots.

VR Surat will now be showcasing the best 100 photographs on the Wall of Fame in the Runway from 8<sup>th</sup> April to 7<sup>th</sup> May, 2017.

Sumi Gupta, Director- International Marketing and Product Development, Virtuous Retail, and the curator of the event said, "We are privileged that we have the opportunity to partner with established and emerging artists and photographers and leading art institutions from the state of Gujrat for the 5th edition of The Dumas Art Project. 'Connecting Communities' © through art, our endeavour is to make art accessible to all our visitors at VR Surat, rather than be restricted to a gallery. This year apart from the photography zone – Surat In Focus, we are also introducing the Basement Art Project and a special movie screening in Magdalla Plaza"

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 along side experienced artist through the Dumas Art project, while also making art accessible to the general public.it will be also interesting to see the interaction of public at large with art on display at VR Surat.To extend this activity further it will be wonderful if the Dumas project also invite artists to create art work in public places with collaboration with the local

authorities during the exhibition at VR mall Surat. And this initiative and continuous support by Dumas Art project can be used for the beautification of the City and make it a centre of public art hub in India."

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

**Dates for Dumas Art Project:** 8th April to 7th May, 2017

**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](http://www.vrsurat.com) to learn more

### **About Virtuous Retail South Asia**

VRSA is India's only institutionally backed retail platform, developing and managing community oriented lifestyle centres across the country. VRSA is aggressively expanding its pan-India portfolio which currently includes flagship centres VR Surat, VR Bengaluru and VR Chennai. Over the last 9 years, VR has redefined the spatial retail experience for consumers by delivering innovative centers that seamlessly integrate shopping, hospitality, food, leisure and entertainment. These award-winning lifestyle centres are designed and operated by VRSA as social hubs that are 'Connecting Communities©' and celebrate local culture while enhancing the overall brand image of the city they are located in.

Visit [www.virtuousretail.com](http://www.virtuousretail.com) for more information.