

## CAC Celebrated 50th anniversary with B-Town

•Written by Amit Bachchan•

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When a store as iconic as Contemporary Arts and Crafts completes 50 years, the celebration is sure to be grand and in synergy with their store philosophy- to promote Indian Craft. Therefore, to mark the start of their year-long Golden Jubilee celebration, CAC hosted Kalamkari exhibition in collaboration with the prominent architect, Karan Grover.

From the CAC patrons to prominent faces in society, the evening was full of warmth, good wishes and some magnificent Kalamkari Artwork. 9 out of 12 paintings were sold out within the hour of the start of the exhibition making it a record breaking success in terms of art shows! It further highlighted the importance of promoting artisans and Indian craft, an initiative undertaken by CAC since the last five decades!

CAC as it is fondly known first opened its doors in 1962. Conceived by an architect and a couple of furniture makers, CAC sought to fill a vacuum left by the closure of British stores in the 50's. Over the decades CAC has actively promoted artisans and craftsmen from all corners of India. Backed by the store this has allowed the craftsmen to create a self sustaining model for the promotion of their craft. Promoting Indian craftsmanship and art has always been the essence of CAC, and is today their philosophy. Each item in the store is hand-chosen by its owners Vina and Feroza Mody and sourced from across India. Today, fifty years on these craftsmen are very much a part of the CAC family

Store owners, Vina and Feroza Mody were all smiles as everyone congratulated them. Karan Grover was seen basking in the glory of all the compliments for yet another brilliant cause that he spearheaded in his signature style. The event was graced by the eminent TV anchor who is also firmly rooted in CAC's ideology, Siddharth Kak and Sabira Merchant, Pravina and Jamal

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macklai, Anil Dharker, Hafeez Contractor. Cyrus Mody (Feroza Mody's son) was seen playing the host to the hilt by keeping everyone in splits with a beaming smile in relation to the huge success of his family initiative.

The art of Kalamkari is also known as MATA NI PACHEDI. It is made by printing & painting shrine cloth also known as Gujarati Kalamkari. These imposing textiles are used as canopies over the image of the mother Goddess. The central character in the paintings is Mata, the goddess seated on a throne or animal, brandishing weapons to destroy the purveyors of evil. Every aspect of the Pachedi is divine and evokes awe, trance and even fear. The cloth has a formal patterned quality, strong & bold, reinforced by the starkness of red and black.

