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PREVIEWSHOW2024

of

DURGA ART PUJA

KOLKATA

30 sept > 4 oct

i am here for the second time, i came here last year. so, massArt is taking us on a tour of couple of Art pandals tonight. it is a fantastic idea to show us the variety of Art pandals. i am really enjoying. i just saw my second pandal, the first one was raindrop by artist bhabatosh. a very beautiful, extremely elaborate, fantastic pandal where is all about children, water, clay, and what water means to life and its really beautifully done. and now i am in second pandal where all of a sudden you are taken by hand and somebody guides you in the past, the past about indigo and muslin, about the colonial times and the skills bengali head you know where basically they produce the finest cloth in the world and during colonial times they are not allowed to do that anymore because the british wanted to earn money. i am really taken by. thank you.

– dr. philipp ackermann
ambassador of germany to india

this is my second time at the durga pujo. but this is the most amazing pandal. i'm really impressed. it's absolutely a thing of beauty. all these, this pandal made from clay pots, which, of course, is very relevant to calcutta, where everybody drinks tea, everybody tries so. so thank you so much. i'm very impressed with the artist.

– kevin kelly.
the ambassador of ireland to india

i want first to say thanks to all the organizers of massArt for bringing us this opportunity to admire the real culture of kolkata. we have seen this in the very beautiful old building, how is the culture about the devotion to ma durga, which i respect so much. and also the performance and the music for bengali, we really enjoy.

– h. e. fernando bucheli
ambassador of ecuador in india

namaskar. i am thrilled to be here today at this massArt event. it's amazing to see all the handicrafts here and the performances, and i'm very excited for durga puja.

– kathy giles –diaz
u .s. consul general

hi.
i am so happy to be here today with massArt's durga puja preview show. it's an incredible spectacle in kolkata and really showcases the breadth and depth of what's available in kolkata and in west bengal. i'm really honored that we get to be a part of it. so thank you for having us.

– elizabeth
the director at the american center in kolkata

tonight is really been interesting. it is my second durga puja season in kolkata. i am finding it very interesting to see all the pandals this year as always. there is a lot of creativity you can see and the going to not only making but just conceptualizing and imagining the ideas of the pandals and all the surrounding decorations ,so it is interesting, i think it is one of the best times to be in kolkata. i am finding it extremely enjoyable experience.

– kevin goh
deputy consul general, australia

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preface

celebration is the fundamental message of durga puja - the biggest festival of bengal. the custom is symbolic of goddess over the demon, win of good over evil. the festival centred around this religious note of iconography. durga puja with all its colour and creation, has gradually turned out to be a celebration of life going beyond the arena of custom and ritual.

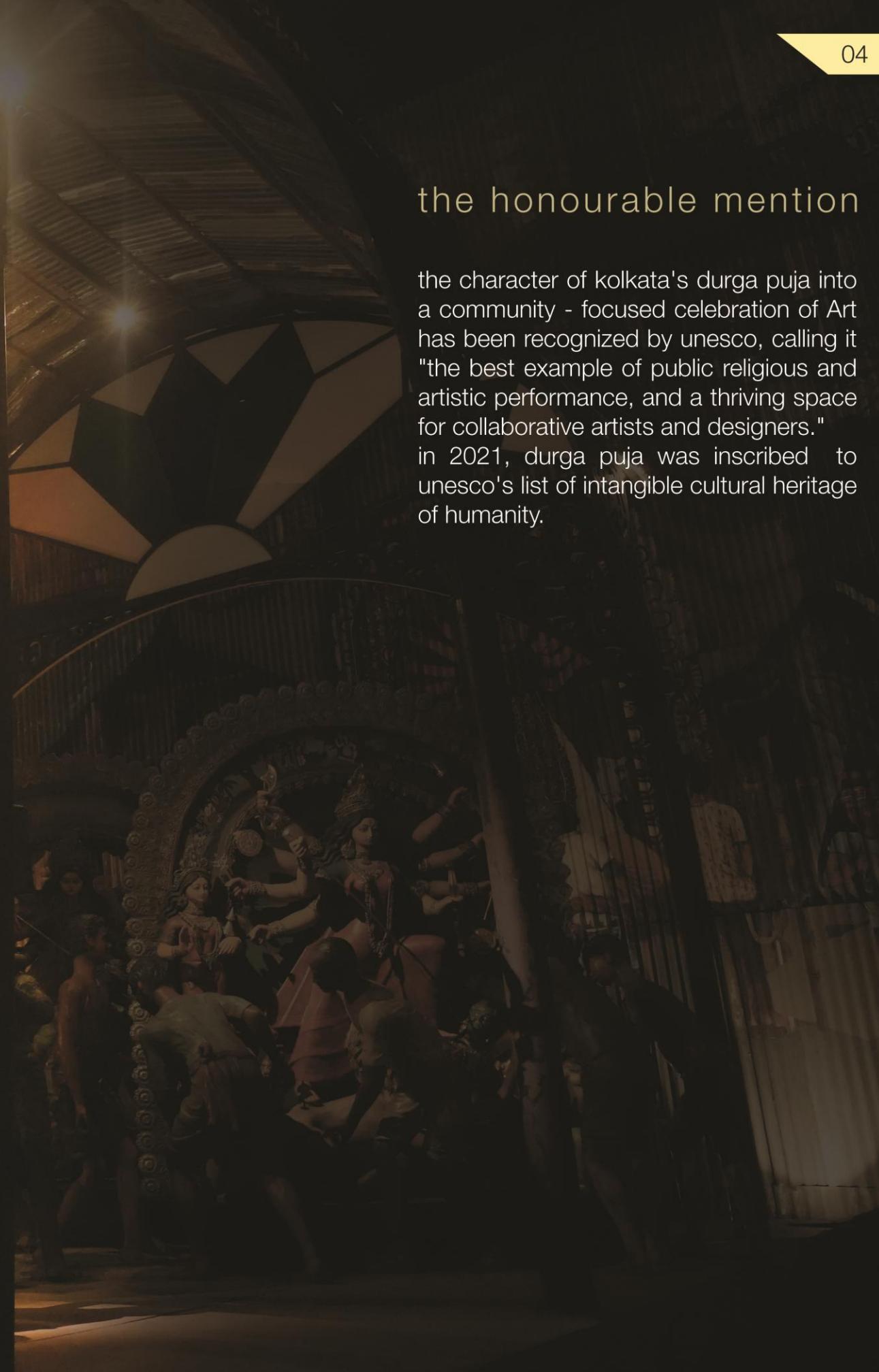
above all is the Art movement of the festival. it has created its magnitude on the basis of inter relationship among Art forms and creative innovations. artistry and artisanry, aesthetic and creative pursuits are the distinct signature of this world's biggest public Art festival.





the honourable mention

the character of kolkata's durga puja into a community - focused celebration of Art has been recognized by unesco, calling it "the best example of public religious and artistic performance, and a thriving space for collaborative artists and designers." in 2021, durga puja was inscribed to unesco's list of intangible cultural heritage of humanity.





expansion called for

initially durga puja has never been so organised in terms of massive crowd and scattered installations around. so after unesco's recognition, the importance of flawless execution was felt by massArt and implemented the project accordingly. this is where massArt introduced a core scheme as preview show of durga puja Art, kolkata.



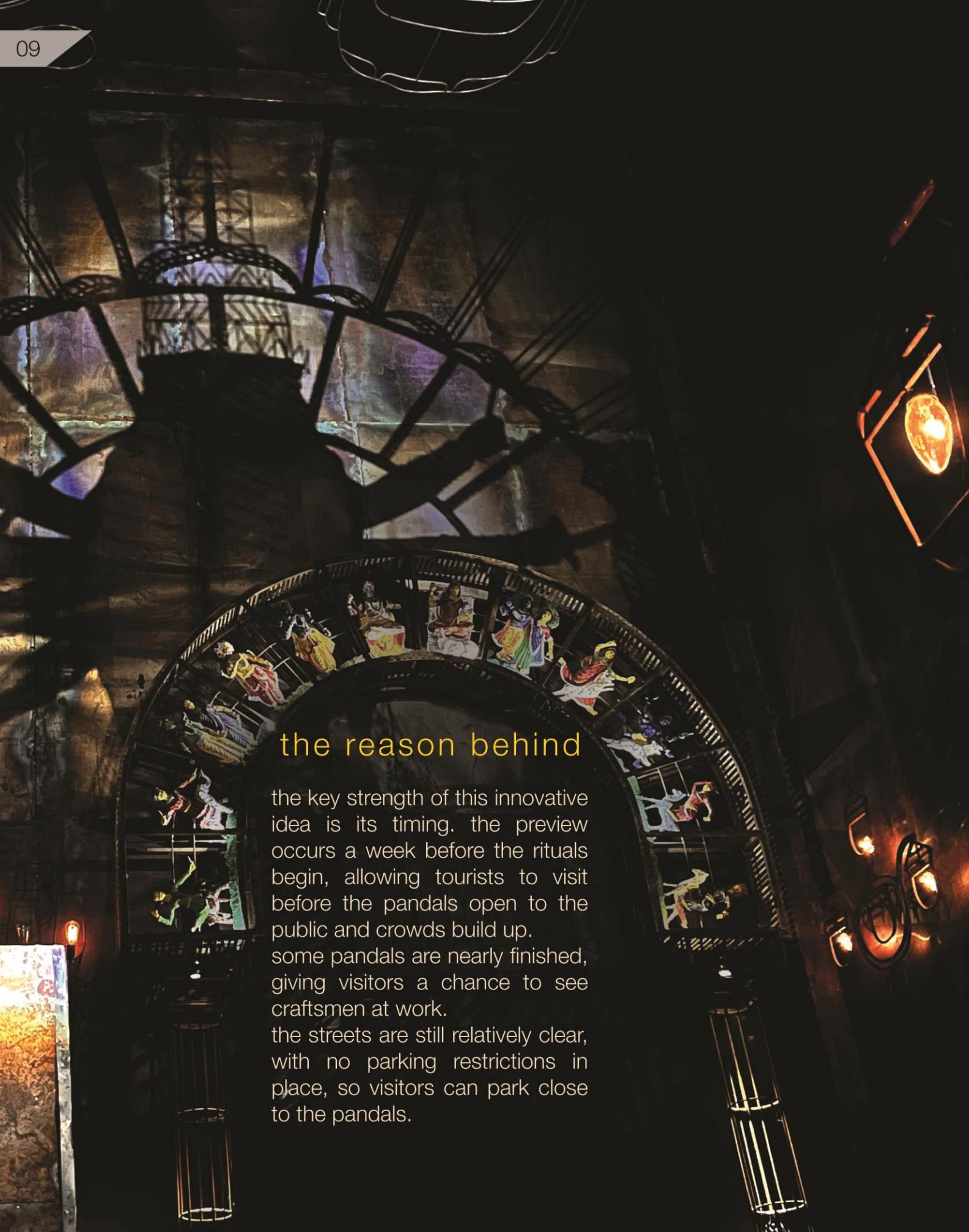


our profile – our visionary

massArt, established in June 2022 to promote Bengal's Art and culture, recognized Durga Puja as a platform to highlight indigenous and contemporary Art, culture, and heritage on a global stage.

With a skilled, experienced, and tech-enabled team from various creative and social fields, massArt aimed to create a property that would introduce visitors to the artistic aspects of Durga Puja.

The not-for-profit organization, registered under the West Bengal Societies Registration Act 1961, launched a Durga Puja Art Preview Show — a centrally managed initiative designed to guide tourists, unify independent Puja organizers, and attract national and international artistic talent.



the reason behind

the key strength of this innovative idea is its timing. the preview occurs a week before the rituals begin, allowing tourists to visit before the pandals open to the public and crowds build up.

some pandals are nearly finished, giving visitors a chance to see craftsmen at work.

the streets are still relatively clear, with no parking restrictions in place, so visitors can park close to the pandals.

the execution steps

rather than having visitors roam the city for quality pujas, a selection is made beforehand. from over 3,500 pujas of varying budgets and artistic quality, 26 are chosen for the preview show, ensuring a mix of quality and variety.

registration is available online at massArt.in, with entry by ticket or invitation.

preview pass holders receive a route map with google map locations, which is especially helpful for tourists unfamiliar with the city.

the core points of
3rd edition

the first preview show of durga puja Art in kolkata was exclusively for out-of-state tourists. due to high local demand, the second and the third editions in 2023 and 2024 respectively expanded the viewing to select bonafide residents, allowing more Art enthusiasts to experience the exquisite artistry in the pandals.





the glorious inclusion

for the 20th anniversary of the convention for the safeguarding of intangible cultural heritage, unesco gave stakeholders an opportunity to celebrate the inclusivity of living heritage. under the theme #LivingHeritage, the anniversary highlighted global activities promoting the diversity of intangible cultural heritage and fostering international cooperation. massArt's preview show was proudly included in the unesco showcase.



the executor

massArt operates within diverse social and cultural spheres, focusing on promoting indigenous Art, culture, and heritage globally.

as a non-governmental organization, it boasts strong operational capabilities with a skilled team specializing in aesthetics and implementation.

massArt emphasizes inclusivity, participation, and creating life and livelihood opportunities for artists and artisans. preview show of durga puja Art aligns with massArt's mission, fulfilling its objectives and vision.



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Partnership

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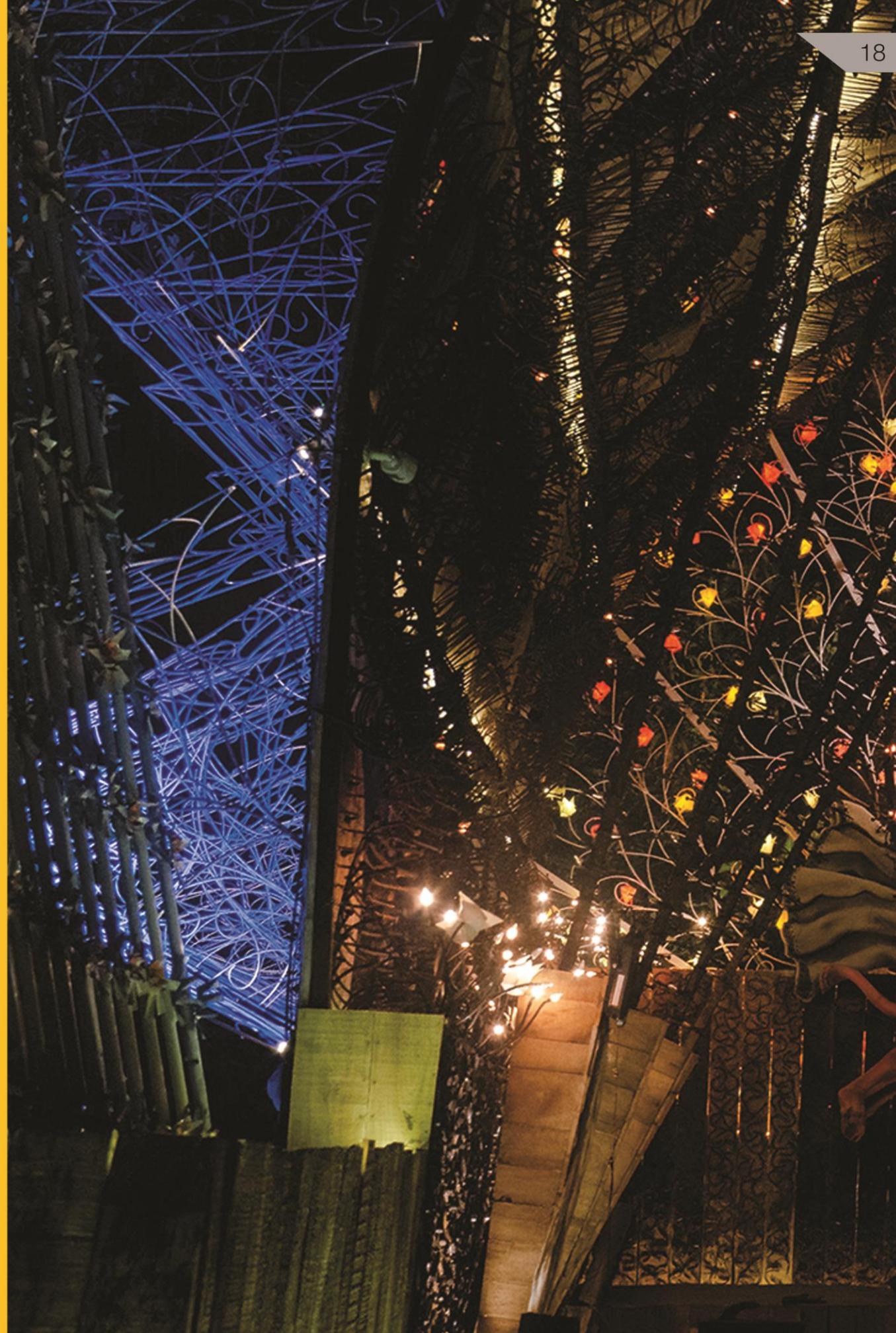
the accomplished partner

to achieve global recognition and widespread connectivity, the preview show needed reputable partners. the inscription of kolkata's durga puja on unesco's intangible cultural heritage of humanity list laid the foundation, and the preview show's inclusion in unesco's notable list fueled the momentum. unesco has thus become an essential partner in massArt's preview show.

those taken part in preview show

category

- 1 - artist from Art institutional background
- 2 - artist from other institutional background
- 3 - woman artist
- 4 - durga puja Art in collaboration with foreign artist
- 5 - consistent performance in theme based contemporary durga puja Art installation
- 6- aristocratic household durga puja Art (bonedi bari)



ak block saltlake

title of durga puja Art : bari bindu (rain drop)
artist : bhabatosh sutar
area : 8000 sqft.



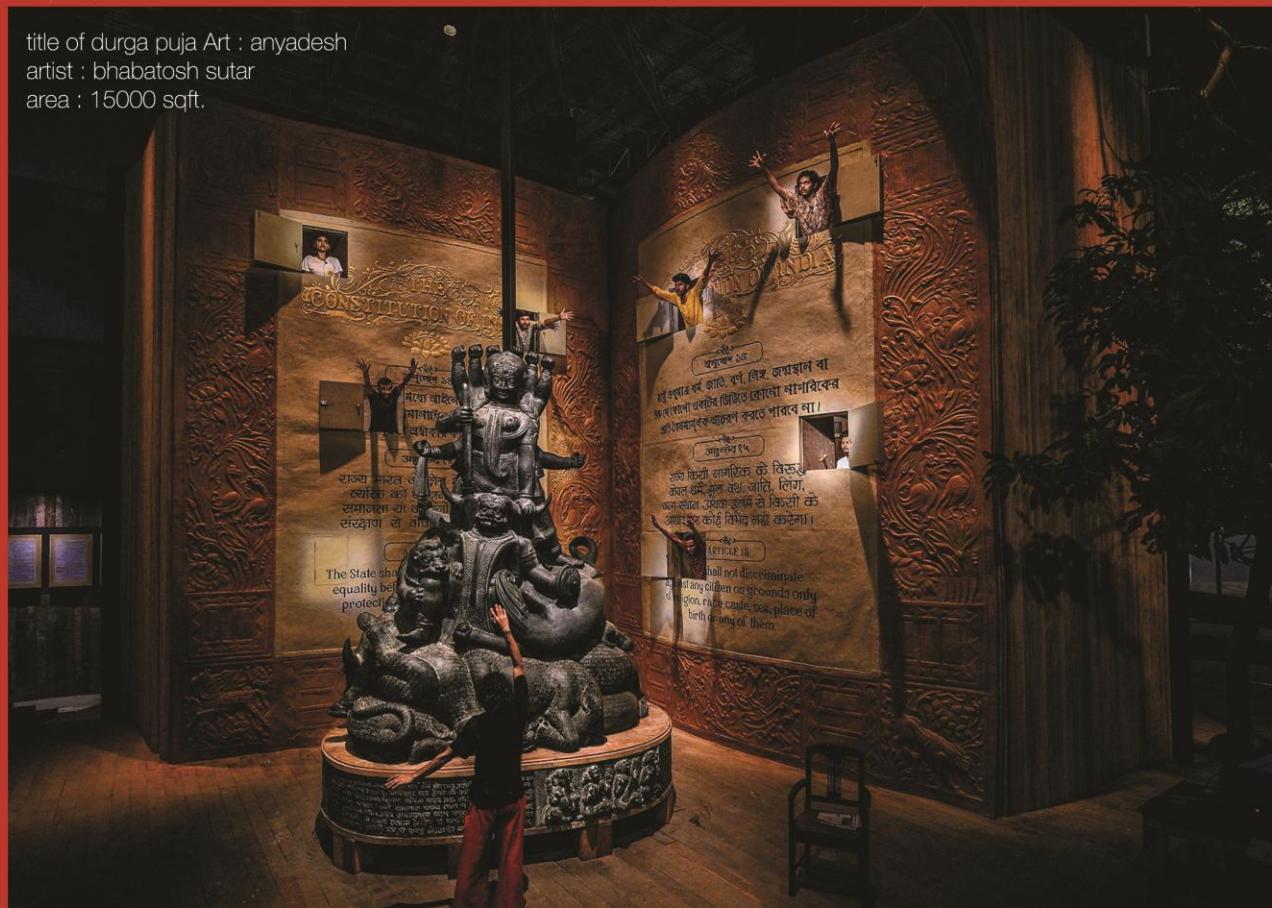
dumdum tarun dal

title of durga puja Art : sada aar neel: when history blends with color
artist : praclip dal
area : 1850 sqft.



arjunpur amra sobai

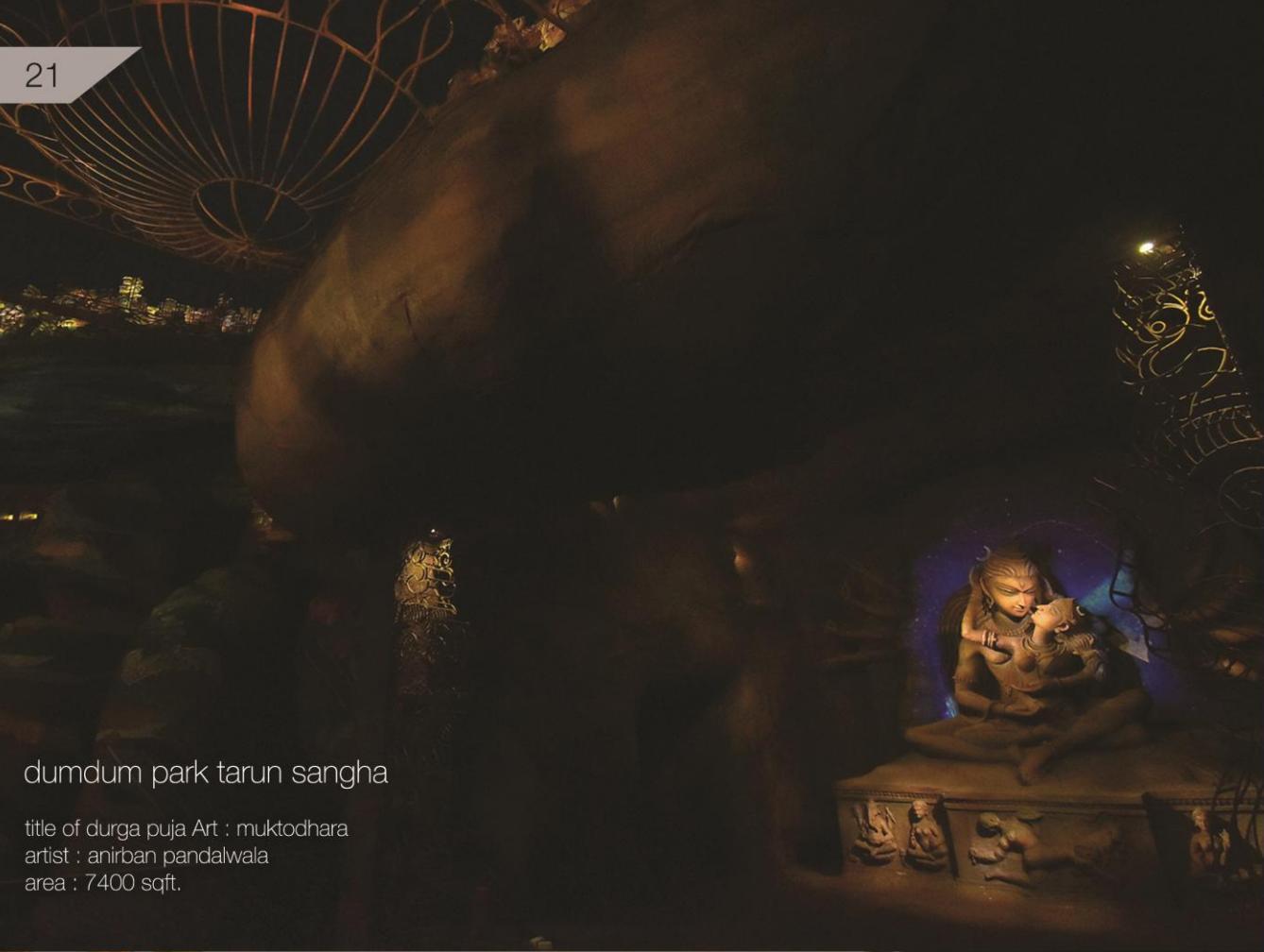
title of durga puja Art : anyadesh
artist : bhabatosh sutar
area : 15000 sqft.



dumdum park bharat chakra

title of durga puja Art : udaan
artist : aditi chakraborty
area : 3900 sqft.





dumdum park tarun sangha

title of durga puja Art : muktodhara
artist : anirban pandalwala
area : 7400 sqft.

ahiritola sarbojanin

title of durga puja Art :
khyal setu baitarani
artist : anirban pandalwala
area : 3300 sqft.



hatibagan sarbojanin

title of durga puja Art :
prokoron / process
artist : susanta shibani paul
area : 5400 sqft.



tala prattoy

title of durga puja Art : biheen (the void)
artist : susanta shibani paul
area : 35000 sqft.





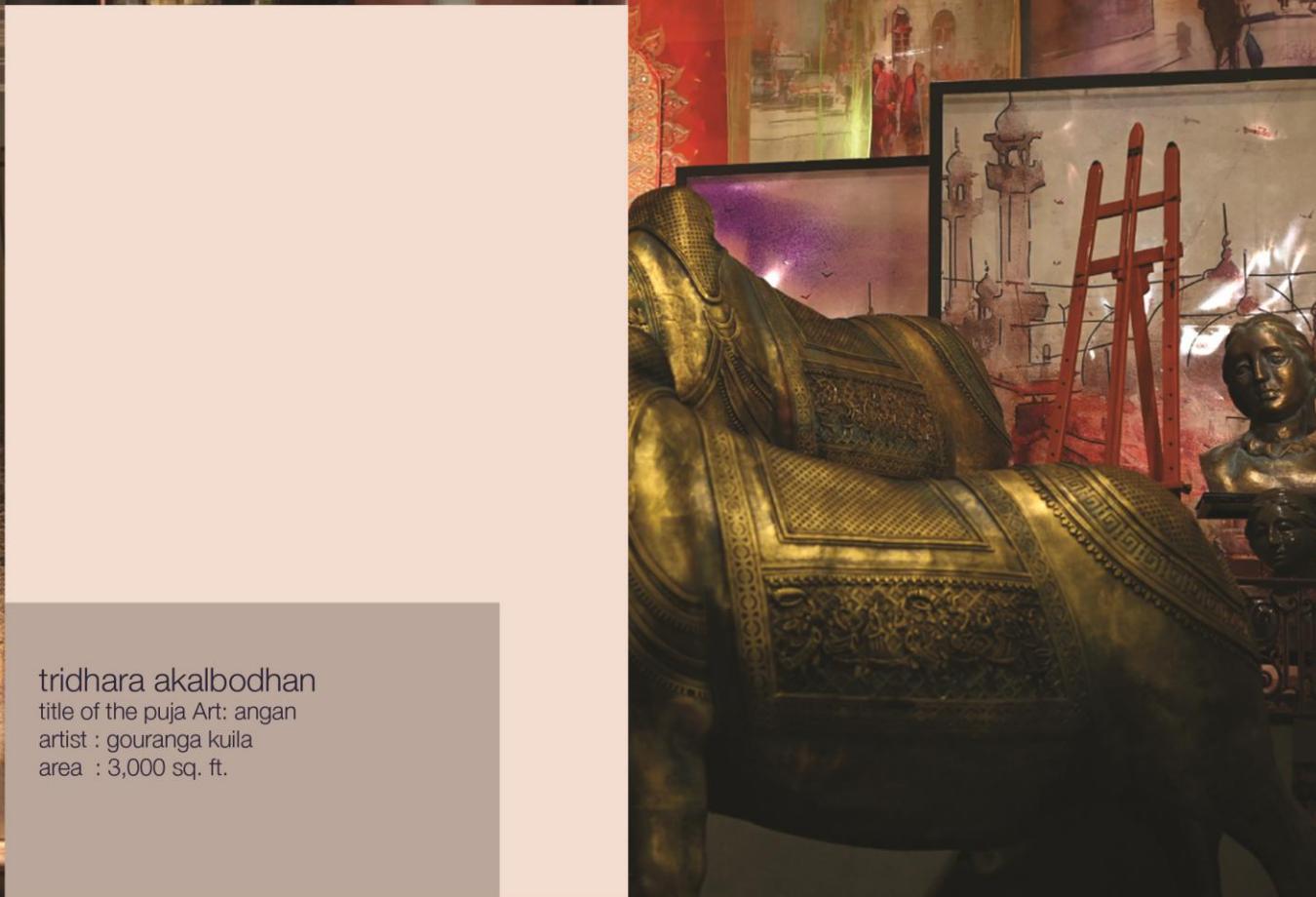
shri bose lane durga puja samity
title of the puja Art: ratnagarbha
artist: rintu das
area : 10,000 sq. ft.



chetla agrani
title of the puja Art: ganga dushan
artist : subrata banerjee
area : 10,000 sq. ft.



alipore sarbojanin
title of the puja Art: sawng kalpo
artist: anirban pandalwala
area: 4,000 sq. ft.



tridhara akalbodhan
title of the puja Art: angan
artist : gouranga kuila
area : 3,000 sq. ft.

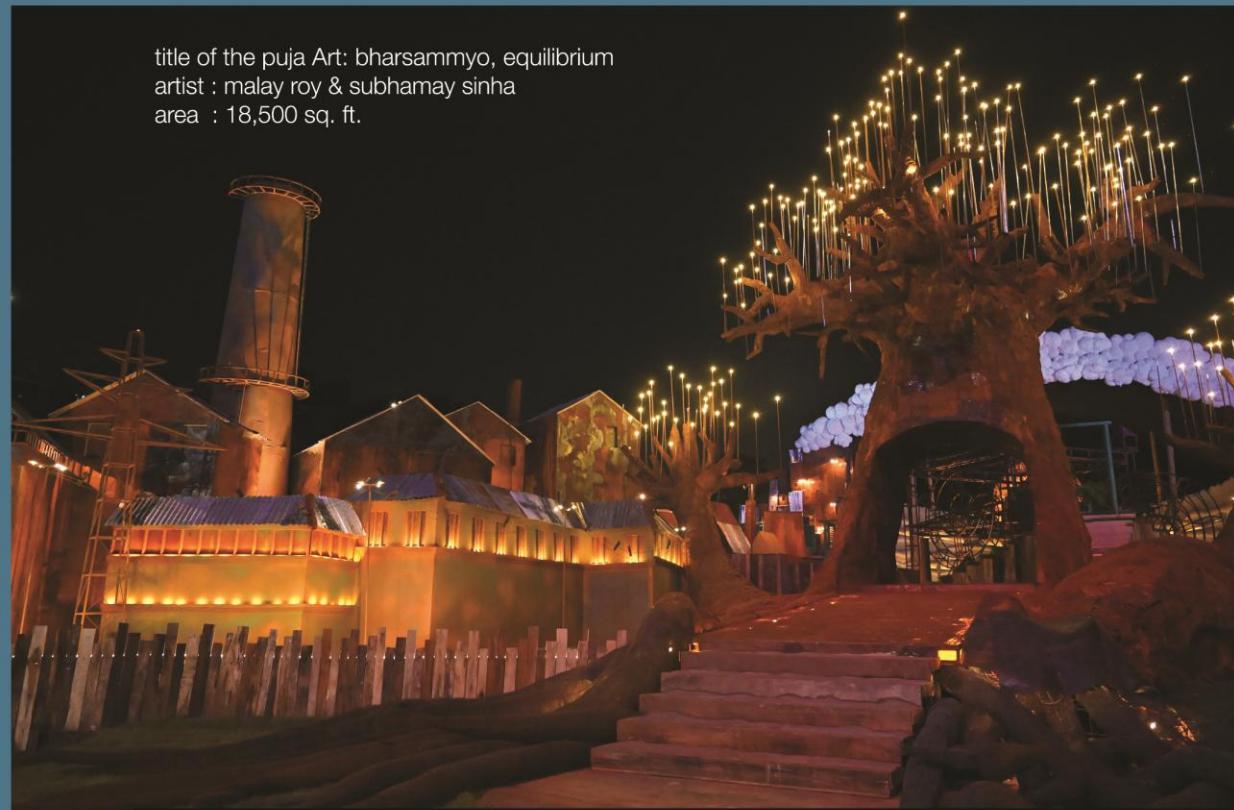


gariahat
hindusthan club

title of the puja Art: bandhanhin
granthi
artist : shibshankar das
area : 3,500 sq. ft.

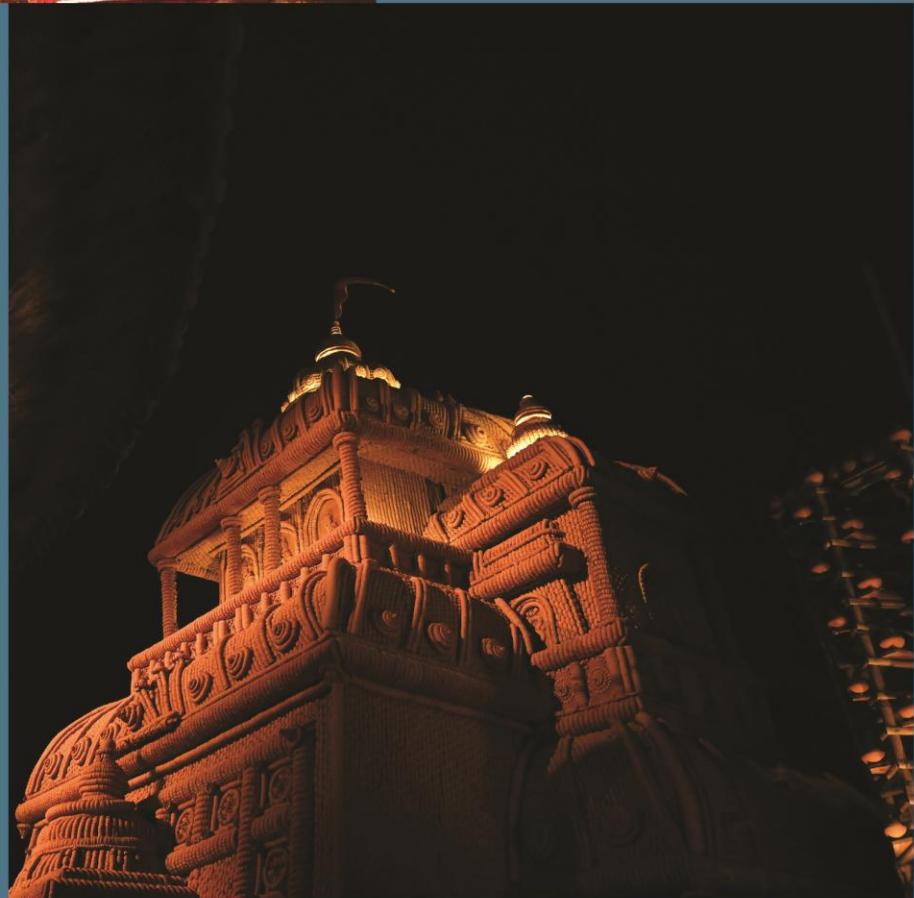
rajdanga naba uday sangha

title of the puja Art: bharsammyo, equilibrium
artist : malay roy & subhamay sinha
area : 18,500 sq. ft.



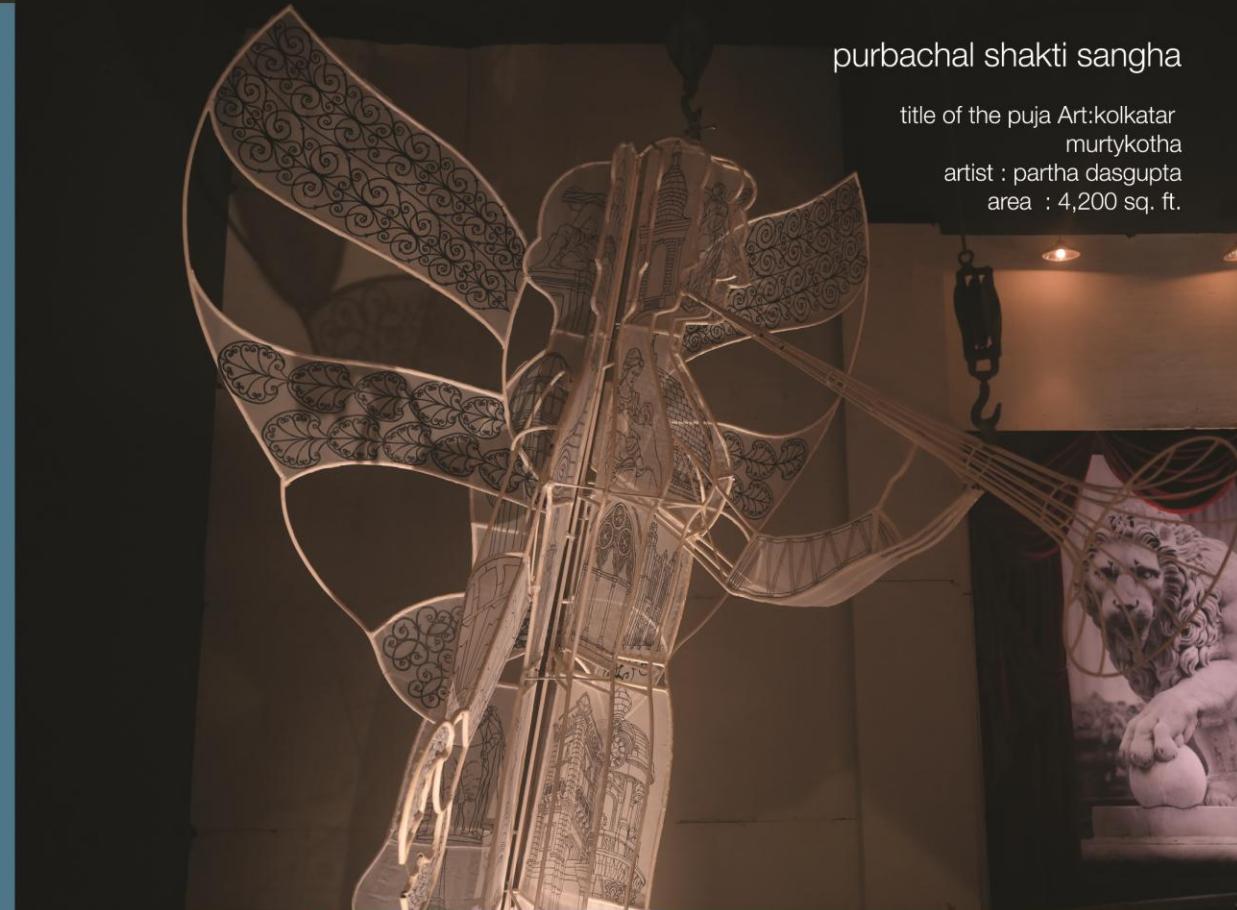
bosepukur sitala mandir

area : 5,400 sq. ft.
artist : anirban das
title of the puja Art: sanchay (savings)



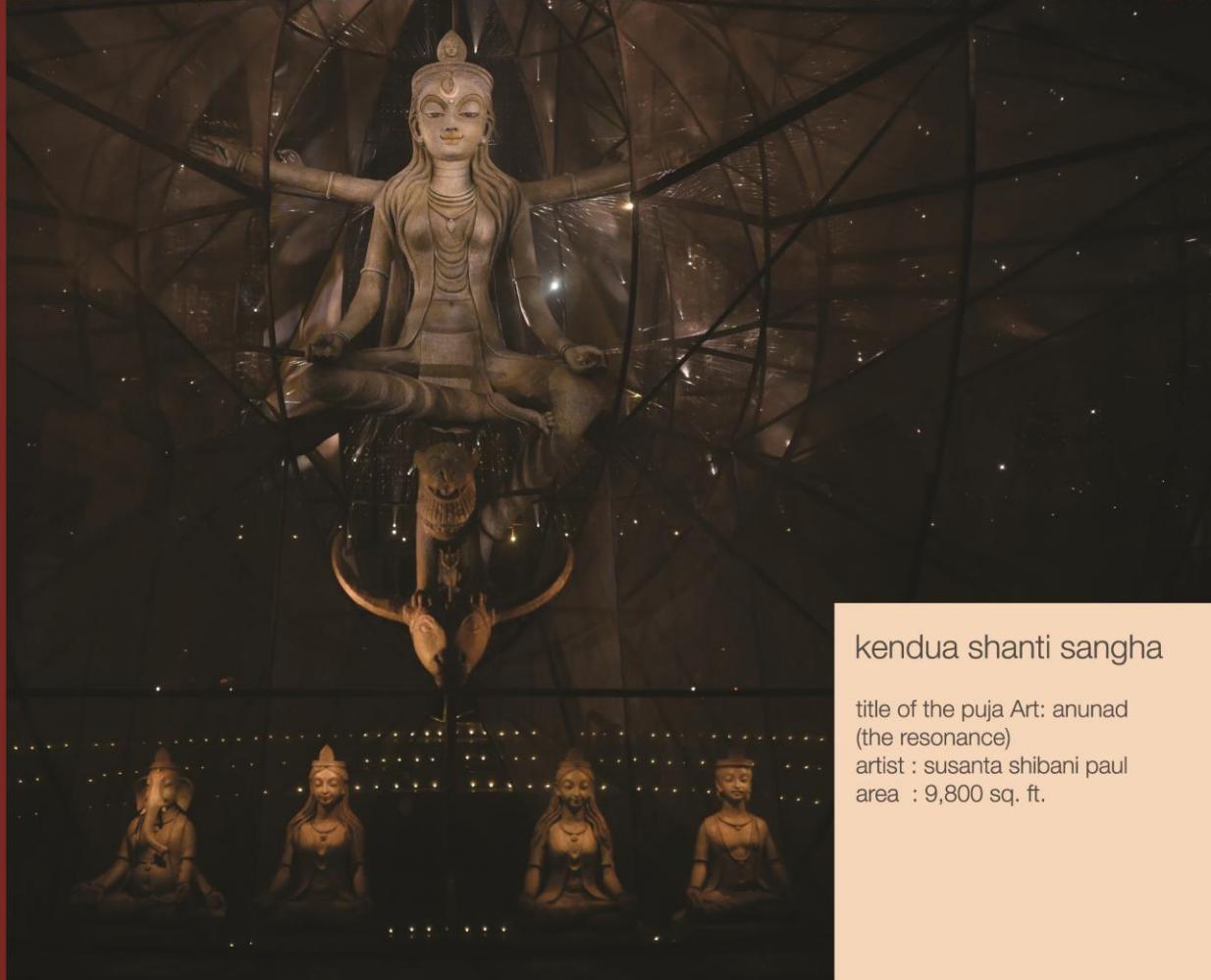
purbachal shakti sangha

title of the puja Art:kolkatar
murtykotha
artist : partha dasgupta
area : 4,200 sq. ft.



santoshpur trikon park

title of the puja Art:
udjapan (constitution sanctified)
artist : jayasri barman & asim paul
area : 2,500 sq. ft.



kendua shanti sangha

title of the puja Art: anund
(the resonance)
artist : susanta shibani paul
area : 9,800 sq. ft.



naktala udayan sangha

title of the puja Art: ekannabarti
artist:rintu das
area: 9,000 sq. ft.



vivekananda park
athletic club, haridevpur

title of the puja Art: barricade
artist: shib shankar das
area: 4,000 sq. ft.



behala nutan dal

title of the puja Art: kalpana – imagination
artist: sanjib saha, richard babington, johnny o'reilly (ireland)
area: 1200 sq. ft.



barisha club

title of the puja Art: basoti, echoes
of the forgotten wild
artist: manas das
area: 7500 sq. ft.

barisha club

title of the puja Art: aranyak: the unfolding narratives
artist: pradip das
area: 3500 sq. ft.



thakurpukur sb park

title of the puja Art: amader durga maa
artist: purnendu de
area: 2400 sq. ft.

jorasanko daw bari
nandalal daw debottar estate



darjeepara
raj krishna mitra bari





the wonder in the making an exhibition

alongside the preview show at the puja sites, an exhibition on the 'making of durga puja Art' was held at the iconic town hall, kolkata. the exhibition offered a journey through the entire process, from concept to execution, with audiovisual footage and live demonstrations. visitors also had the chance to experience the craftsmanship of artists and collect specimens of their Art before heading out to explore the creations at the selected puja sites.

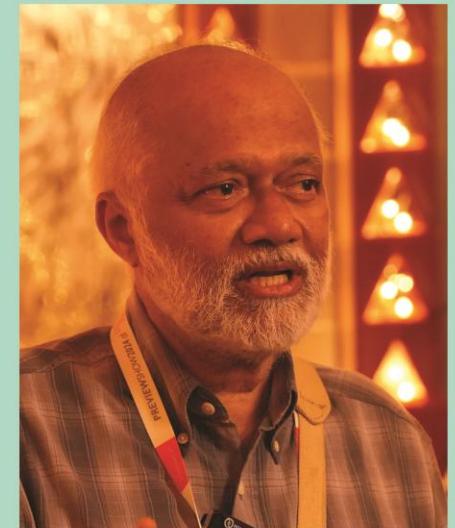
also presented was 'echoes of the unheard' - a presentation featuring an auditory experience capturing visible and invisible rhythms of the city. celebration during durga puja undergoes a profound transformation in terms of space and reveals an intricate relationship of it with sound. the presentation centres around this concept. another mentionable item in the exhibition was - hako II which was a unique performance of selas dance company, cyprus.

how do they look at :



pauline laravoire-

hello, my name is pauline. i come from france. i have been living in kolkata for past six years so its been a few years that i follow durga pujo but it is my second time that i participated in preview organized by massArt and I have to say this that it is the best way to discover durga puja without the crowd a few days before the festival really starts and so far i have been absolutely mind-blown by the different pandals that we have seen. very happy that it really embodies social and environment issues and it also serves as to spread a specific messages that are really important. and again super admiration of Art work goes in there, so really inviting and encouraging all of you to really witness these wonders.



kp nayar
strategic analyst

my expectation is more than fulfilled. i was not expecting such a spectacular preview. it is very very impressive and i'm going back with the great satisfaction. the essence of creativity and the expanse of festivity attracted me all along. and what has made it highly memorable to me is the immense and widest participation of the people.



marco schilder
cultural attaché , embassy of germany

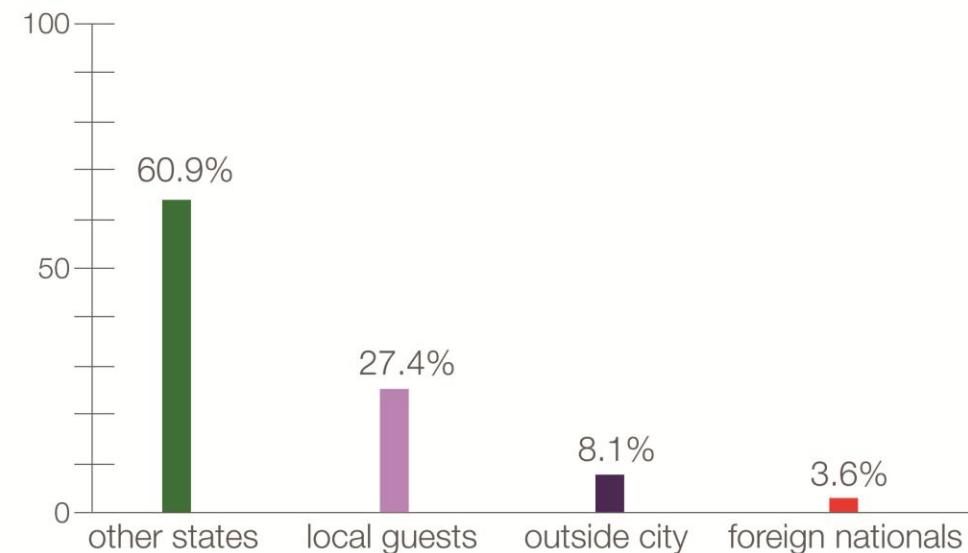
so the first pavilion we visited was very impressive. was a great idea to pick up the topic of water, i think, and how we should use it or better use it. and it was very visionary, i think, and very well thought out. and i was really, really impressed. and it really resonated with me. and this now is completely different. very impressive work also. and actually, it showed me a piece of history that i didn't know much about yet. so i'm very thankful as well for educating us on this important indigo issue. and, yeah, very nicely done.

visitors' demography

the durga puja Art venues of the preview show, spread across kolkata, attracted an influx of visitors from local, national, and international locations. visitors, based on their preferred viewing times, explored the venues over five nights of festivity. as a result, the combined number of registered and invited visitors created an encouraging demography.

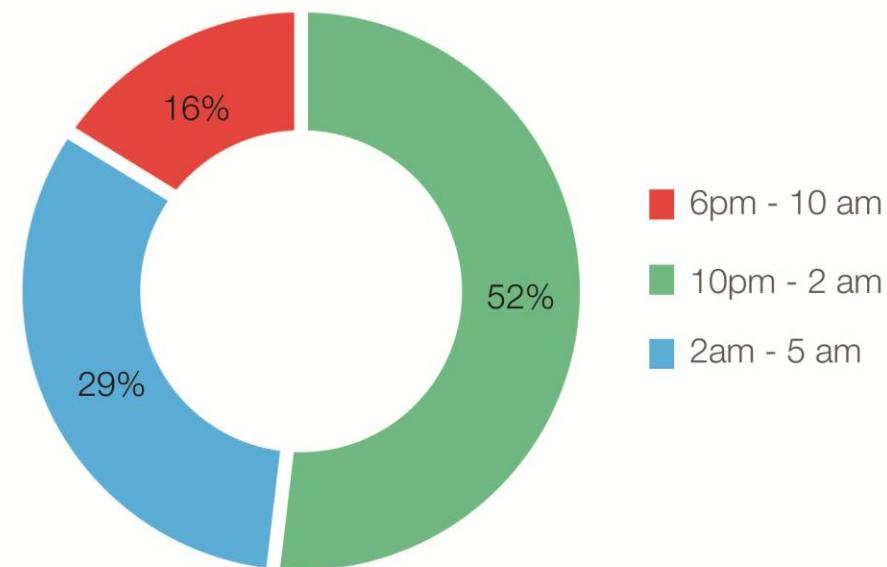
data sheet

type of visitors



total number of visitors - 61,478

visiting time



visiting hours - 6 pm to 5 am

inclusive events

durga puja Art is for everyone, and preview show of durga puja Art adds a human touch by including those who are less privileged. it introduced inclusive events for orphans, the elderly, and differently-abled children. organizing guided durga puja Art tours in luxury coaches, ensuring comfort and convenience, forms the core of this initiative.



for differently abled children

- > partner ngo - pathfinder
- > no. of participants - 35
- > provision for green corridor by puja committees
- > puja visited - kendua santi sangha, behala club, chetla agrani club, alipore sarbojanin, behala nutan dal, tridhara akalbodhan, rajdanga naba juday sangha



for orphans

- > partner orphanage - snehalaya
- > no. of participants - 30
- > provision for green corridor by puja committees
- > puja visited – kendua santi sangha behala club, chetla agrani club alipore sarbojanin, behala nutan dal tridhara akalbodhan rajdanga naba uday sangha.

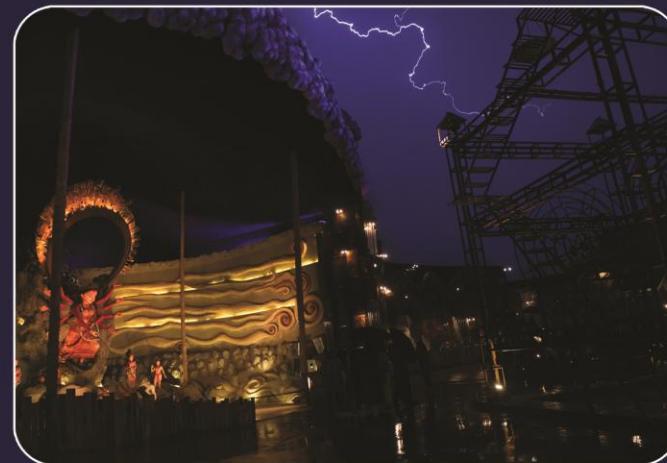
for elderly people

- > partner of senior citizen - emopract
- > no. of participants - 28
- > provision for green corridor by puja committees
- > puja visited - tala prattoy hatibagan sarbojanin ahiritola sarbojanin durgostab samity, rajdanga naba uday sangha tridhara akalbodhan



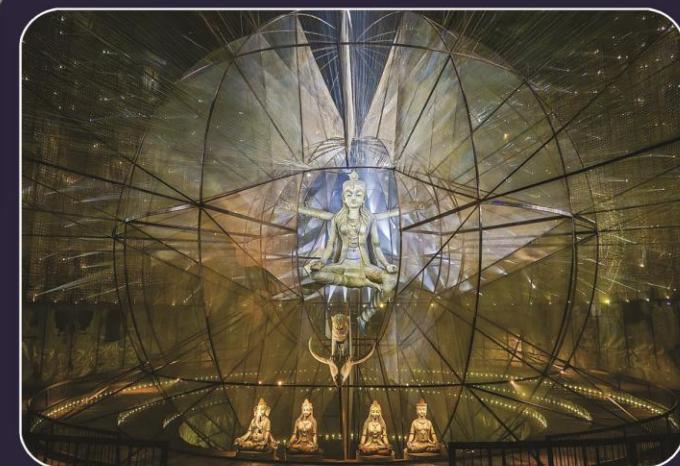
clicking contest

in collaboration with the kolkata international photography festival (kipf), a photography contest was held during the preview show. contestants, who applied via massArt.in, captured the aesthetic elements, installation brilliance, and candid moments inside the durga puja Art venues, each interpreting the Art in their own way. a total of 164 participants joined the contest. prizes were awarded to the top three photographs, followed by an exhibition showcasing all the entries.



first position

mr. siddique ali



second position

mr. nilabhra mallick



third position

ms. suparna jetty

appreciation

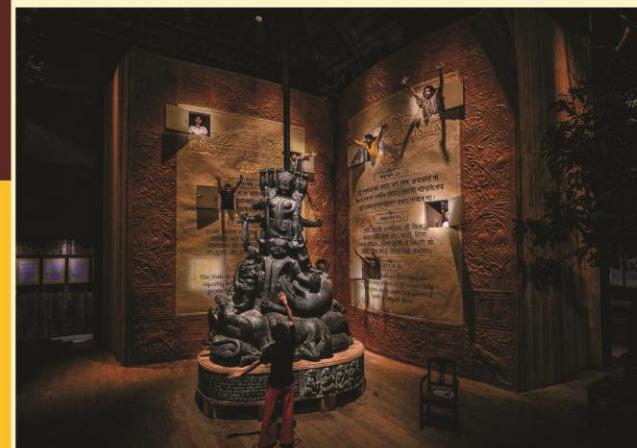
one of the key aspects of the preview show is ensuring smooth movement, allowing national and international visitors to experience durga puja Art like an Art gallery. to emphasize proper management of the Art venues, a competition called the 'best commitment award' was introduced. the best-managed pujas are rewarded with substantial cash prizes.

best commitment award
for managing durga puja Art venue



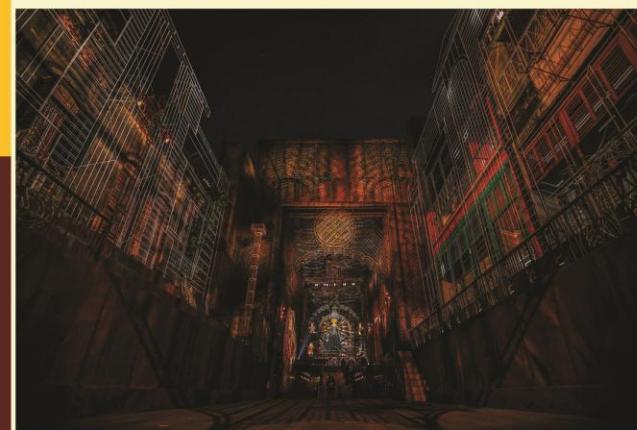
alipore sarbojanin

winner



arjunpur
amra sabai club

1st runner-up



hatibagan sarbojanin
durgotsab committee

1st runner-up

behala club

2nd runner-up



purbachal
shakti sangha

2nd runner-up





prize distribution ceremony

with a concluding note of the last year's initiative, massArt organised a meetup at the central courtyard of indian museum, kolkata on 7th december 2024. along with sharing views and vision for the upcoming edition of preview show, the programme included prize distribution to present the 'best commitment award ' for managing durga puja Art venue and the 'best photography award' for preview show 2024. talk show, cultural programme and presence of distinguished persons graced the programme.



from the secretary's desk

durga puja is the biggest festival across eastern india and it is a well-known fact we are keen to take the Art aspect of this secular and inclusive celebration beyond the borders of bengal.

we embarked on this mission as we think the fulfillment of our objective will popularise the Art and culture of bengal to a larger audience and pave the way for exchanges of ideas, which will give a big push to collaborative Art.

our humble attempt of promoting the Art and culture of bengal will have a far reaching impact on the lives of few lacs people, like craftsmen, folk artists and even food vendors.

the preview show of durga puja Art is a mission to realise an entire gamut of dreams.

dhrubajyoti bose suvo
secretary
massArt

Our thanks and gratitude to government of west bengal

i & ca department
govt. of west bengal

msme department
govt. of west bengal

kolkata police
bidhannagar police

kolkata
municipal corporation