ARTS CARNIVAL
16 to 18 July
Express your creativity through painting, photography, storytelling and 10 other art activities for just Rs.200. Shuttle available between Besant Nagar and the venue.
Venue: DakshinaChitra, ECR
Time: 10 a.m. - 5 p.m.
Donor Pass: Rs. 200

CHILDREN’S FILM FESTIVAL
19 to 23 July and 26 to 30 July
Enter the magical world of blockbuster children’s movies like Finding Nemo, WallE, UP and more. For the schedule, visit www.nalandaway.org/aaa2010
Venue: Film Chamber, Near Gemini
Time: 10 a.m. and 1:30 p.m.
Donor Pass: Rs. 75

BULK BOOKINGS FOR SCHOOLS
Call Upasana at 8056212458 or email upasana@nalandaway.org
For the full schedule, visit www.nalandaway.org/aaa2010
Watch this space for other entertaining and exciting events coming up this July!

STRATEGIC PARTNER
UNICEF

PRESENTING SPONSOR

ASSOCIATE SPONSOR
Apollo Munich

CULTURAL PARTNERS

HOSPITALITY PARTNER

ONLINE PARTNER
BookMyShow
The third edition of NalandaWay's children's festival Art Arattai Aarpattam is here! Enjoy our special pages across the next four weeks and be part of the festival celebrations!

**FLYING HIGH**
Feel like flying up, up and away? So what if you are not a bird and don't have wings that you can simply flap and fly off! Don't let that stop you from joining Mr. Fredericksen and Russell as they fly to South America in a house suspended by helium balloons! Catch the Academy Award-winning animation film, Up, at the Children's Film Festival on 19 or 30 July at the Film Chamber on Anna Salai.

**RAT-A-TAT-TAT**
Can a rat become a five-star chef in a top French restaurant in Paris? Can he actually follow his dreams when all of the world is against him? Yes, he can! And that's just what Remy the rat discovers when he finds himself in the restaurant made famous by his culinary hero, Auguste Gusteau! Catch Remy's amazing adventures in the animation comedy Ratatouille on 19 July.

**A DOG'S TALE**
Answer this Bolt is: a) an Alsatian, b) a German Shepherd, c) a dachshund. Don't know the right answer? Watch Disney's Bolt, which is about a dog who plays a superhero in a TV show, and then in real life Bolt becomes the Film Chamber on Anna Salai on 20 July to watch this fantastic film!

**ARTS FESTIVAL SCHEDULE**

<table>
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<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>16-18 JULY</td>
<td>ARTS CARNIVAL, DakshinaChitra, 10 AM - 3 PM</td>
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<tr>
<td>24 JULY</td>
<td>SING ALONG WITH KRISHNA IYER AND JENNA, Museum Theatre, 7 PM</td>
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<tr>
<td>24 JULY</td>
<td>TALE OF HARUKI: A Korean Musical, Sri Mutua Concert Hall, 7 PM</td>
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<tr>
<td>25 JULY</td>
<td>SUPER SINGER JUNIORS — LIVE, Sri Mutua Concert Hall, 7 PM</td>
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<td>30 JULY</td>
<td>ADVENTURES OF THE GREEN OGRE, Sri Mutua Concert Hall, 7 PM</td>
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<td>31 JULY</td>
<td>KURAVANJILLI, Folk Theatre, Thiyagaraya Hall, 7 PM</td>
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<tr>
<td>1 AUGUST</td>
<td>ALI BABA AND 40 POLICE, A Tamil Play, Sri Mutua Concert Hall, 7 PM</td>
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**FILM FESTIVAL SCHEDULE**

<table>
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<tr>
<th>Date</th>
<th>Time</th>
<th>Film Name</th>
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<tr>
<td>19 JULY</td>
<td>10 AM</td>
<td>UP</td>
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<tr>
<td>20 JULY</td>
<td>10 AM</td>
<td>MONSTERS, INC.</td>
</tr>
<tr>
<td>21 JULY</td>
<td>10 AM</td>
<td>MEET THE ROBINSONS</td>
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<td>22 JULY</td>
<td>10 AM</td>
<td>LION KING</td>
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<td>23 JULY</td>
<td>10 AM</td>
<td>OVER THE HEDGE</td>
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<td>24 JULY</td>
<td>10 AM</td>
<td>BEAUTY AND THE BEAST</td>
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<tr>
<td>27 JULY</td>
<td>10 AM</td>
<td>A BUG'S LIFE</td>
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<td>28 JULY</td>
<td>10 AM</td>
<td>WALL-E</td>
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<td>29 JULY</td>
<td>10 AM</td>
<td>KUNG FU PANDA</td>
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<td>30 JULY</td>
<td>10 AM</td>
<td>B.T. THE EXTRA-TERRESTRIAL</td>
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<td>12 PM</td>
<td></td>
<td>RATATOULLE</td>
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<td>1:30 PM</td>
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<td>THE IRON GIANT</td>
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<tr>
<td>3:30 PM</td>
<td></td>
<td>WALLACE &amp; GROMIT</td>
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<tr>
<td>5:30 PM</td>
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<td>UP</td>
</tr>
<tr>
<td>7:30 PM</td>
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<td>NIGHT AT THE MUSEUM</td>
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<td>8:30 PM</td>
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<td>FINDING NEMO</td>
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<td>9:30 PM</td>
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<td>OPEN SEASON</td>
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<td>10:30 PM</td>
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<td>NORTON HEARS A WHO!</td>
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<td>11:30 PM</td>
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<td>TOY STORY 2</td>
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<tr>
<td>12 AM</td>
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<td>THE IRON GIANT</td>
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</tbody>
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**SEE SHELLS, SEA SHELLS**
Do you know what a shell collector is called? A conchologist! Have you picked up shells of different shapes, sizes and colors at the beach? Then, head for the shell craft workshop at the Arts Carnival (16-18 July) at DakshinaChitra and learn how to make interesting things with your shell collection.

**PAINT IT BRIGHT**
Which famous Indian craft derives its name from the Persian words 'balam' (meaning pen) and 'sar' (meaning craftsman)? Sign up for the exciting Arts Carnival at DakshinaChitra on any day between 16 and 18 July to find out!

**POTTERING ABOUT**
The oldest piece of pottery was found in China and dates back to 7900 BC! Pottery was not only an early invention, but also one of our first arts forms. Discover its magic at the Arts Carnival as part of the Art Arattai Aarpattam 2010 celebrations.

**COOL CONTEST**

Email your answer to amna@nalandaway.org by 11 July 2010. Make sure you include your name, age, address, phone number and email id with your contest entry. The first 5 correct entries will win exciting gift hampers from NalandaWay.

**PSSST!**
If A = 1, B = 2, W = 3, and so on, can you crack the code to find out the secret message?
FRIDAY REVIEW

ART, ARATTAI, AARPATTAM 2010
THE CHILDREN'S FESTIVAL OF DANCE, DRAMA, MUSIC AND FILM
16 JULY – 1 AUGUST

ARTS CARNIVAL
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Venue: DakshinaChitra, ECR
Time: 10 a.m. – 5 p.m.
Donor Pass: Rs. 200

CHILDREN'S FILM FESTIVAL
19 to 23 July and 26 to 30 July
Enter the magical world of blockbuster children's movies like Finding Nemo, Wall-E, UP and more. For the schedule, visit www.nalandaaway.org/aaa2010
Venue: Film Chamber, Near Gemini
Time: 10 a.m. and 1:30 p.m.
Donor Pass: Rs. 75

BULK BOOKINGS FOR SCHOOLS
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ART, ARATTAI, AARPATTAM 2010
THE CHILDREN'S FESTIVAL OF DANCE, DRAMA, MUSIC AND FILM
16 JULY - 1 AUGUST

THE TALE OF HARUK
An award-winning Korean folktale, presented in association with the InMo Centre
24 July, Time: 7 p.m.
Venue: Sir Mutha Concert Hall

SUPER SINGER JUNIORS LIVE
An evening of super-hit songs from the popular Super Singer Juniors
25 July, Time: 7 p.m.
Venue: Sir Mutha Concert Hall

SING ALONG WITH KRISHNA IYER AND JEEVA
A fun-filled evening with lively stories and songs for children
24 July, Time: 7 p.m.
Venue: Museum Theatre

FOR BULK BOOKINGS, call Upasa at 8056212458 or email upasa@nalandaway.org • TO BOOK ONLINE, VISIT: www.bookmyshow.com
DONOR PASSES AVAILABLE AT LANDMARK AND ODYSSEY • FOR THE FULL SCHEDULE, VISIT: www.nalandaway.org/aaa2010
Stories from Korea

InKo Centre and Nalanda Way, in association with the Korea Foundation, The Korea Arts Management Service (KAMS) and the Performing Arts Market in Seoul (PAMS), premiere "The Tale of Haruk" by Performance Group Tuida, Korea, at the Art, Arattai, Aarpattam Festival. The show features traditional Korean puppets made of paper, unique native masks and percussion instruments made of recycled-material. The performance will be in Korean with English surtitles. Tickets are available at Landmark and Odyssey outlets. You can also contact 80562-12458 or mail upasana@nalandaway.org

Venue: Sir Mutha Venkatasubba Rao Concert Hall
Address: Harrington Road, Chetpet
Date: July 24
Time: 7 p.m.
ARTS CARNIVAL
Workshops on pottery, photography, storytelling and more
16 to 18 July
Venue: Dalshina Chitra
Time: 10 a.m. - 5 p.m.

CHILDREN'S FILM FESTIVAL
A festival of blockbuster and award-winning children's films
19 to 22 July and 26 to 30 July
Venue: Film Chamber
Time: 10 a.m. and 1:30 p.m.

SING ALONG WITH KRISHNA IYER AND JEEVA
A fun-filled evening with lively stories and songs for children
24 July
Venue: Museum Theatre
Time: 7 p.m.

TALE OF HARUK
An award-winning Korean musical, presented for the first time in India
24 July
Venue: Sir Mutha Concert Hall
Time: 7 p.m.

SUPER SINGER JUNIORS LIVE
An evening of super-hit songs from the popular Super Singer Juniors
25 July
Venue: Sir Mutha Concert Hall
Time: 7 p.m.

ADVENTURES OF THE GREEN OGRE
A live-acting English musical, based on the well-loved character, Skink
30 July
Venue: Sir Mutha Concert Hall
Time: 7 p.m.

KURAVANJI FOLK THEATRE
A vibrant and colourful street theatre performance by the Katto Koota Troupe
31 July
Venue: Pitty Thayagara Hall
Time: 7 p.m.

ALI BABA AND FORTY POLICE
A rib-tickling Tamil play adapted from the famous Arabian tales
1 August
Venue: Sir Mutha Concert Hall
Time: 7 p.m.

DONOR PASSES AVAILABLE AT LANDMARK AND ODYSSEY
FOR BULK BOOKINGS, call Upasana at 0936212458 or email upasana@nanlandway.org
To book online, visit www.bookyourshow.com
FOR THE FULL SCHEDULE, VISIT www.nanlandway.org/aarattam2010
what's on

BIG MOVIE

STELLA KIDUS (Pencil)

Their love story, 11 years in the making, comes to a

MOVIE CHANNELS

STAR MOVIES

1. 20: Remanence
2. 20: Sidharth
3. 20: Premam

STAR GOLD

1. 20: Premam
2. 20: Remanence
3. 20: Sidharth

STAR TIMES

1. 20: Siddhartha
2. 20: Premam
3. 20: Remanence

MARK

YOUR CALENDAR

Puppet Show

India Centre will present the

The Tale of Amal by

Teageamed with Yoma from Korea.

On July 26

From 7 pm

Sir Visakha Cultural Hall,

Chenni.

Contact: 2436 1224

EVENTS

Workshop

'Empower 2017,' a programme on empowerment, social responsibility, reiki, vocal

cocktail and personality development is being organised.

July 9 – July 10

From 10 am to 8 pm

Modernised Seminar Hall,

Stanley Govt Medical College,

Contact: 86446 58183

Kastur Studio is conducting

classes on yoga, aero decor, dance, drawing, painting, music, chess, karate, handiwork and

spoken English.

 Till July 21

At No. A-41, VY

Aayyarpally Villa,

Kumbakonam Street,

Dappilapuram,

Contact: 98843 16134/ 2811 3624

Exhibition

The Word Storytelling Institute is organizing an eight-session storytelling workshop for adults.

On July 11

10 am to 12.30 pm

Thirumullavakkam

Nungambakkam,

Contact: 98403 94262

Music

Wordly wise is organizing bolly-

wennent classes for ladies with

choreographer Rana. Registration open for ages 18-30 years.

From July 15 onwards

At No. 4,

Landon Road,

Kilkudik

Contact: 98840 52220 / 2841 3114

WHAT'S ON...

Bruce Nolan, a TV reporter in Buffalo, lives a normal life with his

girlfriend Grace. After a bad day when everything goes wrong, he

blames God. God responds and challenges Bruce to take over and

see if he can run things better on the condition that Bruce can

have the Almighty's powers for 24 hours and only in his area.

DON'T MISS: BRUCE ALMIGHTY STAR MOVIES, 9 PM

DIN T2

SUN ICE

11.30: 1100 Hours

12.30: 1200 Hours

13.30: 1300 Hours

14.30: 1400 Hours

15.30: 1500 Hours

16.30: 1600 Hours

17.30: 1700 Hours

18.30: 1800 Hours

19.30: 1900 Hours

20.30: 2000 Hours

21.30: 2100 Hours

22.30: 2200 Hours

23.30: 2300 Hours

24.30: 2400 Hours

MATS

11.30: 1100 Hours

12.30: 1200 Hours

13.30: 1300 Hours

14.30: 1400 Hours

15.30: 1500 Hours

16.30: 1600 Hours

17.30: 1700 Hours

18.30: 1800 Hours

19.30: 1900 Hours

20.30: 2000 Hours

21.30: 2100 Hours

22.30: 2200 Hours

23.30: 2300 Hours

24.30: 2400 Hours

ROY

11.30: 1100 Hours

12.30: 1200 Hours

13.30: 1300 Hours

14.30: 1400 Hours

15.30: 1500 Hours

16.30: 1600 Hours

17.30: 1700 Hours

18.30: 1800 Hours

19.30: 1900 Hours

20.30: 2000 Hours

21.30: 2100 Hours

22.30: 2200 Hours

23.30: 2300 Hours

24.30: 2400 Hours

KARTU

11.00: 1100 Hours

12.00: 1200 Hours

13.00: 1300 Hours

14.00: 1400 Hours

15.00: 1500 Hours

16.00: 1600 Hours

17.00: 1700 Hours

18.00: 1800 Hours

19.00: 1900 Hours

20.00: 2000 Hours

21.00: 2100 Hours

22.00: 2200 Hours

23.00: 2300 Hours

24.00: 2400 Hours

FOX

10.30: 1030 Hours

11.30: 1130 Hours

12.30: 1230 Hours

13.30: 1330 Hours

14.30: 1430 Hours

15.30: 1530 Hours

16.30: 1630 Hours

17.30: 1730 Hours

18.30: 1830 Hours

19.30: 1930 Hours

20.30: 2030 Hours

21.30: 2130 Hours

22.30: 2230 Hours

23.30: 2330 Hours

24.30: 2430 Hours

JAHAT

9.45: 0945 Hours

10.45: 1045 Hours

11.45: 1145 Hours

12.45: 1245 Hours

13.45: 1345 Hours

14.45: 1445 Hours

15.45: 1545 Hours

16.45: 1645 Hours

17.45: 1745 Hours

18.45: 1845 Hours

19.45: 1945 Hours

20.45: 2045 Hours

21.45: 2145 Hours

22.45: 2245 Hours

23.45: 2345 Hours

24.45: 2445 Hours
DON'T WORRY, BE HAPPY!

Did you know that The Lion King was the first Disney animated feature with an original story? Yes, unlike earlier Disney films, which were all made from existing stories, this one had a brand new story. So, with 'Hakuna Matata' on your lips (which means 'no worries' in Swahili), head into the Film Chamber at 10 a.m. on 21 July to catch this animation classic!

ANYBODY OUT THERE?

It ranks as the greatest science fiction film ever made. When it was released in 1982, it surpassed Star Wars to become the most financially successful film released until then. The concept for the film was based on an imaginary friend that its director, Steven Spielberg, created after his parents' divorce. Still haven't guessed which film we're talking about? You've got to get yourself to the Film Chamber on 20 July at 10 a.m. to find out!

ABSOLUTE PANDA-MONIUM!

Here's a quick question for you: what do Jack Black, Dustin Hoffman, Angelina Jolie and Jackie Chan have in common? Ah! If you said 'Kung Fu Panda', you're a true-blue movie buff! All these films cast their voices to various characters in the movie, which is about a bumbling panda's attempts to become a kung-fu master! Don't miss all the animated action at our Children's Film Festival on 29 July!

ARTS FESTIVAL SCHEDULE

16-18 JULY
- ARTS CARNIVAL
  DakshinaChitra • 10AM • 5PM

24 JULY
- SING ALONG WITH KRISHNA IYER AND JEEVA • Museum Theatre • 7PM

30 JULY
- ADVENTURES OF THE GREEN OGRE
  Sir Muthu Concert Hall • 7PM

31 JULY
- KURAWANJI: Folk Theatre
  Pathy Thiyagaraja Hall • 7PM

1 AUGUST
- ALI BABA AND 40 POLICE: A Tamil Play
  Sir Muthu Concert Hall • 7PM

ARTIST'S BLOCK

Transform any piece of fabric with pretty prints and patterns that you make with your own hands! Block printing is a form of dyeing and colouring a fabric using water-based blocks. Learn this traditional Indian block-printing technique at the Arts Carnival in DakshinaChitra between 16 and 18 July.

SAY CHEESE!

A famous saying goes that holidays are great when you plan them and later when you remember them! And what better way to remember them than by taking fabulous photographs? Discover the secrets of the trade and get photo-shoots to the photography workshop at the Arts Carnival (16-18 July). Participants need to bring their own cameras.

COMING NEXT WEEK!

SING ALONG WITH KRISHNA IYER AND JEEVA (24 July)
Join well-known storyteller Krishnaji Iyer and Jeeva, as they present a series of stories and songs to entertain you thoroughly!

TALE OF HARUK (25 July)
Being performed for the first time in India, this award-winning Korean play is sure to keep you engrossed with its creative puppets, masks and set-design.

SUPER SINGER JUNIORS LIVÉ (25 July)
Catch Star Vijay's popular junior singers in real-time action as they showcase their vocal skills and popular numbers from Tamil cinema!
International Conference on Asian Culture Industries: A Comparative Study of India, Japan and South Korea (Call for Papers)

Announced on 14 July 2010

21st December 2010 — 22nd December 2010, Bangalore

The Culture: Industries and Diversity in Asia (CIDASIA) Research Programme of CSCS invites proposals for papers at the International Conference on Asian Culture Industries to be held in Bangalore on 21st and 22nd December 2010. The conference is supported by Japan Foundation, New Delhi.

We invite scholars working on cinema, television, pop music, animation, gaming, in Asia in general and India, Japan and South Korea in particular to send in their proposals. We also welcome proposals from researchers working on the recent history of entertainment industries and government policy towards these industries.

The primary intention of the conference is to explore the possibility of comparative studies of entertainment industries in Asia. We focus on India, Japan and South Korea as a convenient starting point. The conference would like to examine the two way movement of cultural commodities in and out of these countries. Papers on the reception of cultural forms from these countries in other Asian locations too are welcome. We are not interested in papers devoted to detailed analyses of specific cultural texts.

The culture industries of the countries under consideration have been largely inward looking for much of the post-colonial and post-imperial period. In the second half of the twentieth century they developed on the strength/weakness of their domestic markets, unlike Hong Kong which has a long and unbroken history of producing films for export. The conference will focus on the post-1990 period when for different reasons including underground circulation of cultural commodities in international markets, systematic efforts began to be made in these countries to export entertainment.

The export of entertainment by Asian countries is coeval with the increasing economic importance of cultural production and consumption in today’s world. In India, for example, government agencies have estimated that cultural and creative industries contribute up to 34% of the GDP and employ 30% of the workforce. The circulation of cultural commodities in contexts other than those of their production draws attention to the hitherto under-researched area, namely the increased interface between culture and economics. In a global context where cultural production and consumption are engines of the economy, the manner in which cultural commodities flow, the resistances they encounter, the ways in which they are localized, transformed and reengender new cultural practices and have social and economic consequence that are completely unanticipated by the production centre are issues the conference will address.

We would like to examine questions related to cultural markets and cultural economy. These include but are not limited to:

a) Cultural penetrability. Why do certain markets, especially Asian markets, prove to be impenetrable to commodities produced elsewhere? What role does the industrial and business context of the host market play in determining/limiting the flow of imported cultural commodities?

b) Localization. The acceptance of cultural objects in new markets is a direct consequence of localization, or the mediation of the object by distribution and exhibition sectors of the host country. How are cultural imports localized in the contexts examined? Of particular interest is the role played by film and television industries in localizing imports through context-specific publicity campaigns, dubbing, etc.

c) Creation of new subcultures. What new subcultures are formed in host countries and what is their similarity/difference with their counterparts in the production centre? These subcultures are at times premised on existing cultural stereotypes of the production centre and at other times they seriously challenge stereotypes (as in the case of Korean drama in Japan, which has contributed to the changed perception of Korea in Japan).

d) Invisible and underground markets and “Soft Power”. The relative lack of control over distribution and exhibition and the rampant circulation of pirated media content in Asia create a situation in which cultural consumption is actively facilitated by unauthorized and underground markets. Typically, Japanese, Korean and Indian cultural commodities arrive in an authorized, legal market long after illegal channels have introduced them there. How do entertainment industries grapple with complex questions posed by unauthorized circulation of their productions? Do current discussions of “soft power” adequately account for the actual extent of the circulation and influence of imported forms?

e) Dispersal across media formats. Although dispersal of media content across a range of technologies and formats is not confined to Asia, we would like to draw attention to the ways in which digital technology has mediated the circulation of Asian cultural forms. The conference would like to examine the new opportunities and challenges of post-celluloid technologies for entertainment industries of the region.

Tentatively, the conference will be organized around the following broad areas:

1. Asian Culture Industries: Conceptual and theoretical issues;
2. Celluloid and post-Celluloid media forms in Asia
3. Imported entertainment: Case studies of India, Japan and Korea
4. Export of Culture: focus on comparative studies of more than one context of reception.

Instructions for Submission:

Paper abstracts (250 words) should be submitted to S.V. Srinivas at cidasia@escs.res.in. Abstracts may be in Word or RTF formats, following this order: author(s), affiliation, email address, title of abstract, body of abstract. Abstracts should be submitted no later than 30 August, 2010. If an abstract is accepted for the conference, a full draft paper should be submitted by November 10, 2010. The maximum duration of individual presentations within each panel will be 25 minutes. All papers should be unpublished because they will be published on the conference website and/or in an edited conference volume.

Financial and other support:

1. Complete or partial air travel reimbursement will be provided for a limited number of participants traveling from within Asia. Preference will be given to younger scholars.
2. All participants will be provided basic, non-smoking accommodation free of cost for a maximum of three nights. Meals will be provided during the conference days.
3. Indian visa costs and taxi fares will not be covered by the organizers.

If you wish to apply for a travel reimbursement, indicate in a separate paragraph below your abstract the approximate cost of your air ticket and the extent of support you require. As of now we only have funding to reimburse a limited number of fares for participants travelling from locations in Asia and affiliated to institutions in Asian countries. We are in the process of seeking additional funds but at this stage we cannot commit ourselves to supporting travel costs of participants from non-Asian locations.

Further announcements about registration, funding and venue related details will be made available in due course. Please contact S.V. Srinivas at srinivas@escs.res.in or cidasia@escs.res.in for additional information.