

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

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 Festival

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.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



PRESENTING SPONSOR



ASSOCIATE SPONSOR



CULTURAL PARTNERS



HOSPITALITY PARTNER



ONLINE PARTNER



FOR SALES



ART ARATTAI AARPATTAM 2010

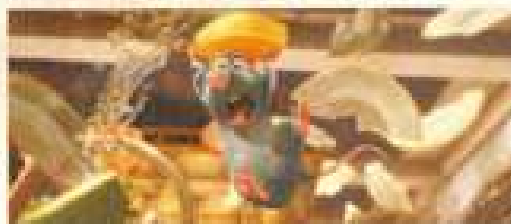
THE CHILDREN'S FESTIVAL OF DANCE, DRAMA, MUSIC AND FILM
16 JULY - 1 AUGUST

STRATEGIC PARTNER: PRESENTING SPONSOR: ASSOCIATE SPONSOR: FILM FESTIVAL PARTNER:

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. Fredrickson** and **Russell** as they fly to South America in a house supported by helium balloons! Catch the Academy Award-winning animation film, **Up**, at the **Children's Film Festival** on **17** or **20 July** at the **Film Chamber** on **Anna Salai**.



RAT-A-TAT-TAT
Can a rat become a fine 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 **17 July**.

A DOG'S TALE
Answer this **Belt** is a) an Alsatian, b) a American White Shepherd, c) a German Shepherd. Don't know the right answer? Watch Disney's **Bolt**, which is about a dog who plays a superhero in a hit TV show and then has some trouble realising that he doesn't have any of the super-powers in real life! **Bolt** was the **Film Chamber** on **Anna Salai** on **20 July** to watch this feature film!



FOR DONOR PASSES AND BULK BOOKINGS FOR SCHOOLS, CALL UPADANA AT 8954113418 OR EMAIL upadana@nalandaway.org

FOR THE FESTIVAL SCHEDULE, LOG ON TO www.nalandaway.org/aaa2010

DONOR PASSES ALSO AVAILABLE AT LANDMARKDOYESSEY

ARTS FESTIVAL SCHEDULE	
16-18 JULY	
▶ ARTS CARNIVAL , DakshinaChitra • 10AM - 5PM	
24 JULY	
▶ SING ALONG WITH KRISHNA IYER AND JEEVA , Museum Theatre • 7PM	
24 JULY	
▶ TALE OF HARUKI , A Russian Musical, Sri Mutha Concert Hall • 7PM	
25 JULY	
▶ SUPER SINGER JUNIORS — LIVE , Sri Mutha Concert Hall • 7PM	
26 JULY	
▶ ADVENTURES OF THE GREEN OGRE , Sri Mutha Concert Hall • 11AM & 7PM	
31 JULY	
▶ KURAWALI , Folk Theatre, Potti Thyagaraya Hall • 7PM	
1 AUGUST	
▶ ALI BABA AND 40 POLICE , A Tamil Play, Sri Mutha Concert Hall • 7PM	

FILM FESTIVAL SCHEDULE		
VENUE	FILM	CHAMBER
16 JULY	10AM ▶ UP	1:30PM ▶ RATATOUILLE
20 JULY	10AM ▶ MONSTERS, INC.	1:30PM ▶ BOLT
21 JULY	10AM ▶ MEET THE ROBINSONS	1:30PM ▶ NIGHT AT THE MUSEUM
22 JULY	10AM ▶ LION KING	1:30PM ▶ FINDING NEMO
23 JULY	10AM ▶ OVER THE HEDGE	1:30PM ▶ OPEN SEASON
26 JULY	10AM ▶ BEAUTY AND THE BEAST	1:30PM ▶ HORTON HEARS A WHO!
27 JULY	10AM ▶ A BUG'S LIFE	1:30PM ▶ TOY STORY 2
28 JULY	10AM ▶ WALL-E	1:30PM ▶ THE IRON GIANT
29 JULY	10AM ▶ KING FU PANDA	1:30PM ▶ WALLACE & GROMIT
30 JULY	10AM ▶ E.T.: THE EXTRA-TERRESTRIAL	1:30PM ▶ UP



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 colours at the beach? Then, head for the shell craft workshop at the **Arts Carnival** (16-18 July) in **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 'kalam' (writing pen) and 'kari' (meaning craftsmanship)? 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 7500 BC! Pottery was not only an early invention, but also one of our first art forms. Discover its magic at the **Arts Carnival** as part of the **Art Arattai Aarpattam 2010** celebrations.



PSSST!
If A=1, B=2, W=23, and so on, can you crack the code to find out the secret message?

25-15-21
1-18-5
20-8-5
2-5-19-20!

WIN PRIZES!

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

Prizes to be awarded on 11 July 2010. Prizes will not be eligible for the grand finale to be conducted after 11 July 2010.



Nalandaway presents

ART, ARATTAI, AARPATTAM 2010

THE CHILDREN'S FESTIVAL OF DANCE, DRAMA, MUSIC AND FILM
14 JULY - 1 AUGUST

ARTS CARNIVAL

16 to 18 July

Express your creativity through painting, photographic storytelling and 10 other art activities for just Rs.200. Shuttle available between Basant 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, Waltz with Bashir 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



PRESENTING SPONSOR



ASSOCIATE SPONSOR



CULTURAL PARTNERS



HOSPITALITY PARTNER



ONLINE PARTNER



STRATEGIC PARTNER



PRINCIPAL SPONSOR



ART, ARATTAI, AARPATTAM 2010

THE CHILDREN'S FESTIVAL OF DANCE, DRAMA, MUSIC AND FILM
14 JULY - 1 AUGUST

THE TALE OF HARUK

An award-winning Korean folktale, presented in association with the InKo 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



WATCH OUT FOR MORE FUN EVENTS NEXT WEEK: ADVENTURES OF THE GREEN GOBE • MURAVANI • ALL SARA AND FORTY POLICE

FOR BULK BOOKINGS, call Upasana at 8058212458 or email upasana@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

Children's Festival

ASSOCIATE SPONSOR



CULTURAL PARTNERS



MEDIA PARTNERS



HOSPITALITY PARTNER



ONLINE PARTNER



REUTERS/PTI

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.



ART, ARATTAI, AARPATTAM 2010

THE CHILDREN'S FESTIVAL OF DANCE, DRAMA, MUSIC AND FILM
16 JULY - 1 AUGUST

ARTS CARNIVAL

Workshops on pottery, photographs, storytelling, and more
16 to 18 July
Venue: DakshinaChitra
Time: 10 a.m. - 5 p.m.

CHILDREN'S FILM FESTIVAL

A festival of blockbuster and best-selling children's film
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 Kannada 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 fun-sipping English musical based on the well-loved character, Svok
30 July
Venue: Sir Mutha Concert Hall
Time: 7 p.m.

KURAVANJI FOLK THEATRE

A vibrant and colourful street-theatre performance by the Katali Kutha troupe
31 July
Venue: Potty Thyagaraya Hall
Time: 7 p.m.

ALI BABA AND FORTY POLICE

A riot-ticking Tamil play adapted from the famous Arabian tale
1 August
Venue: Sir Mutha Concert Hall
Time: 7 p.m.

DONOR PASSES AVAILABLE AT LANDMARK AND ODYSSEY
FOR BULK BOOKINGS, call Upasana at 8056212458 or email upasana@nalandaway.org
To book online, visit www.bookmyshow.com
FOR THE FULL SCHEDULE, VISIT www.nalandaway.org/art2010



MEDIA PARTNER



HOSPITALITY PARTNER



ONLINE PARTNER





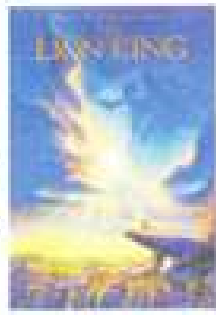
ART ARATTAI AARPATTAM 2010
THE CHILDREN'S FESTIVAL OF DANCE, DRAMA, MUSIC AND FILM
18 JULY - 1 AUGUST



The third edition of *MalabarWay'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!

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), swing into the *Film Chamber* at 10 a.m. on 22 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 surprised *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 28 July at 10 a.m. to find out!



ABSOLUTE PANDA-MONIUM!

Here's a quiz 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 film stars lend 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 22 July!

FOR DONOR PASSES AND BULK BOOKINGS, CALL UPASANA AT 0854312458 OR EMAIL upasana@malabarway.org

FOR THE FESTIVAL SCHEDULE, VISIT www.malabarway.org/aaa2010

DONOR PASSES ALSO AVAILABLE AT LANDMARK AND ODYSSEY OUTLETS

ARTS FESTIVAL SCHEDULE

16-18 JULY
▶ ARTS CARNIVAL DelshinaChitra • 10AM - 5PM
24 JULY
▶ SING ALONG WITH KRISHNA IYER AND JEEVA - Museum Theatre • 7PM
24 JULY
▶ TALE OF HARUK: A Korean Musical Sir Mutha Concert Hall • 7PM
25 JULY
▶ SUPER SINGER JUNIORS — LIVE Sir Mutha Concert Hall • 7PM
30 JULY
▶ ADVENTURES OF THE GREEN OGRE Sir Mutha Concert Hall • 11AM & 7PM
31 JULY
▶ KURAWANJ: Folk Theatre Pity Theyyagaya Hall • 7PM
1 AUGUST
▶ ALI BABA AND 40 POLICE: A Tamil Play Sir Mutha Concert Hall • 7PM

MOVIE FESTIVAL

19 JULY	10AM ▶ UP	1:30PM ▶ RATATOUILLE
20 JULY	10AM ▶ MONSTERS, INC.	1:30PM ▶ BOLT
21 JULY	10AM ▶ MEET THE ROBINSONS	1:30PM ▶ NIGHT AT THE MUSEUM
22 JULY	10AM ▶ LION KING	1:30PM ▶ FINDING NEMO
23 JULY	10AM ▶ OVER THE HEDGE	1:30PM ▶ OPEN SEASON
24 JULY	10AM ▶ BEAUTY AND THE BEAST	1:30PM ▶ HORTON HEARS A WHOO!
27 JULY	10AM ▶ A BUG'S LIFE	1:30PM ▶ TOY STORY 2
28 JULY	10AM ▶ WALL-E	1:30PM ▶ THE IRON GIANT
29 JULY	10AM ▶ MUNG FU PANDA	1:30PM ▶ WALLACE & GROMIT
30 JULY	10AM ▶ E.T.: THE EXTRA-TERRESTRIAL	1:30PM ▶ UP

ARTIST'S BLOCK

Transform any piece of fabric with pretty prints and patterns that you make with your own hand! Block printing is a form of dying and coloring a fabric using wooden blocks. Learn this traditional Indian art form at the *Arts Carnival* in DelshinaChitra between 16 and 18 July.



SAY CHEESE!

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

COMING NEXT WEEK!

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

TALE OF HARUK (24 July)
Being performed for the first time in India, this award-winning Korean farcical is sure to keep you entertained with its massive puppet, masks and set-design.

SUPER SINGER JUNIORS LIVE (25 July)
Catch Sir Vijay's superstar junior singers in musical action as they entertain you with their hit and popular numbers from Tamil cinema!



COOL CONTEST - 1

SCRAMBLE JUMBLE

(Use the words below the grid to solve the scramble!)

WHY DID COMPUTER CROSS THE ROAD?

TO [] [] A [] [] TO [] []
E G T Y E T S T E A



Send your answer to pr@malabarway.org by 18 July 2010. Make sure you include your name, age, address, phone number and email to win your prizes with The Best 3 correct entries will win exciting gift hampers from MalabarWay. Moves forward without computer screen will not be eligible for the prizes. Entries received after 18 July will not be considered.

Created by: ESTHER JAY

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 engender 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 impenetrability. 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 sub-cultures 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-celuloid 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@cscs.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 applicants.*
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 snivas@cscs.res.in or cidasia@cscs.res.in for additional information.