



Department of Tourism

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: info@keralatourism.org

marketing@keralatourism.org

www.keralatourism.org

Press Release

‘Arteria’ to transform dull city walls into spaces of artistry

Thiruvananthapuram, August 22: More colours will be splashed this year to embrace the festive mood of Onam in the city, as project Arteria, a Tourism Department initiative, seeks to render the city walls with paintings by renowned artists.

“The concept of turning city walls into canvases for artistic expressions mainly aims at the beautification of city and to improve the attitude of public towards contemporary art and paintings,” said Tourism Minister Shri A P Anil Kumar.

He also noted that attracting the public eye to art works of this dimension facilitates their participation in a new artistic culture that assumes greater significance considering the fact that ‘our public’s exposure to contemporary art is limited.’

The project, implemented by District Tourism Promotion Council (DTPC) in coordination with the district administration, has already received a sum of Rs 15 lakhs for its initial phase by the state government.

“The project will be expanded further depending on sponsorship availability,” said Planning Officer at Tourism Department, Shri A Udayakumar. “We have already started receiving sponsorship interests from different organizations,” he added.

Arteria has gained momentum with the walls of University Stadium being painted with colourful images of artistic eloquence, which will be unveiled for the public during the official beginning of Onam celebrations in the city. The first phase of project aims to cover the walls and available buildings stretching from LMS junction to Palayam.

Shri Udayakumar informed that spaces would be allotted to students of Fine Arts College for exhibiting their work as part of their curriculum.

A team of 20 artistes, including renowned Kanayi Kunhiraman, Kattoor Naryana Pillai, B D Dethan and NN Rimzon Tensing Joseph, will participate in the first phase of this art project. Other than the involvement of established artists, Arteria also provides scope for aspiring artistes and students who can send their sample works of art enabling a public participation for this project.

Art work samples are invited for the project which will be examined by a committee headed by District Collector Biju Prabhakar, curator Dr. Ajithkumar G, and other veteran artists.

“The plan to invite artworks from lesser known artists and art students is an effort to bring promising talents to limelight and let the world know about their talents,” said Kerala Tourism Secretary Shri G. Kamala Vardhana Rao.

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