

Press Release

Kolkata Centre for Creativity and Polish Institute, New Delhi host an exhibition on Polish Posters (1918 – 1939) ‘Between Art Deco and Modernism’

A first ever in Kolkata

Kolkata, 29th August 2019: Kolkata Centre for Creativity (KCC) in association with Polish Institute, New Delhi inaugurated a unique exhibition on Polish posters from 1918-1939 from the collection of the Poster Museum of Wilanów – ‘**Between Art Deco and Modernism**’ for the **very first time in Kolkata**, today. Curated by Mariusz Knorowski, Chief Curator of Poster Museum of Wilanów, the exhibition was inaugurated by **Mr. Mohan Goenka, Honorary Consul, Consulate of Poland, Kolkata.**

The exhibition will display **36 posters** that will take the viewers on a journey of early emergence of poster art in Polish culture and its subsequent rise as an independent art form. Since the late 19th – early 20th century, poster design has been recognized in the Polish artistic tradition as a source of national pride. The use of traditional elements by the artists and craftsmen in early posters made them more like pictures or illustrations rather than conventional graphic compositions.

Speaking on the occasion, **Ms Richa Agarwal, Executive Director, KCC** said, “Kolkata Centre for Creativity is proud to collaborate with the Polish Institute, New Delhi. This first ever exhibition in Kolkata by the Polish Institute will display some of the eye-catching and extraordinary posters from the period 1918 - 1939. It has been our endeavor to explore diverse art forms and poster designing is one such unexplored form of art. At Kolkata Centre for Creativity, we are going to exhibit Polish posters that define the harmonious synthesis of the periods between the world wars. This exhibition, a visual treat, is bound to attract and engage poster-lovers, collectors and art enthusiasts of the city.”

Poster design was considered a driving force of artistic progress in Poland as it brought together architecture, painting and sculpture with artistic design. Artists were not limited to the creation of unique pieces; they were also able to use mass production to present common symbols and aesthetics of the times into their work. It was precisely this ability to blend both the new and the existing that brought Polish artists to a level of international recognition for their modern stylization and interpretation of folklore at the Paris exposition of Decorative Art in 1925.

Mariusz Knorowski, Chief Curator, Poster Museum of Wilanów and Curator of the show ‘Between Art Deco and Modernism’ said, “The bystander frequently finds it difficult to understand the phenomenon of the Polish poster. More often than not, it was formed

under specific historical circumstances, during which artistic creativity was treated somewhat instrumentally to achieve current political ends. However, in contrast to other fields of art, the poster yields to the troubled rhythms of history. It is active in helping to create it; it takes over the initiative and influences the course of events, it distances itself from happenings, but it also sometimes falls victim to manipulation. The history of Poland, illustrated in posters brings a summaric knowledge of our aesthetic likings and political temperament. In the end, it presents the decorum of daily life. It reflects the awareness of the nation and its mentality, the attitude towards national tradition as well as to the common cultural heritage of mankind.”

The exhibition is open from 29th August, 2019 till 8th September, 2019 from 11 a.m. to 7 p.m.

For any further queries, please contact:

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Note to Editors:

About KCC

Kolkata Centre for Creativity (KCC) is a new multi-disciplinary interactive art and creativity center located in Kolkata, West Bengal. The 70,000 sq. ft Centre champions the art and cultural landscape of contemporary India and is designed by architect Pinakin Patel, who is also its Creative Director.

KCC anchors on Emami Art, a 10,000 sq ft art gallery, spearheaded by Emami Group Director Richa Agarwal who is also the Executive Director of the Centre. Alongside Emami Art, which hosts a regular programme of art exhibitions by artists of national and international repute, KCC also encompasses distinct exhibition spaces that showcase art, craft, antiquity and product design from contemporary culture as well as traditional Indian handicrafts. KCC also includes a classical amphitheater for performances and creative contemplations; a children’s creativity corner; modular spaces for events; and an art conservation studio. Additionally, KCC houses a book and materials library, dance studio for workshops, a skills development and a maker section to create prototypes using the latest digital technologies, an art shop offering specially commissioned products and a vegetarian restaurant - Grace.

Showcasing several expressions of art and design to highlight their common creative core - Kolkata Centre for Creativity encourages visitors to explore, interact and design ideas on various art forms within its spaces. KCC is thus envisaged as a space of collocations, not only in the visual arts, but also in craft, design, music, textiles, architecture, photography, film, poetry & literature, independent publishing, graphic design, conservation, urbanism, ecology, technology and the culinary arts in a symbiotic and fluid structure.

Kolkata Centre for Creativity and Emami Art offers free entry to the public and is open between 11am to 6pm from Tuesday to Sunday.

www.kolkatacentreforcreativity.com