



British Council's *Connections through Culture: India-Wales* grant to develop new cross-cultural creative collaborations to tour festivals in India and Wales

- *Three-year programme by British Council and Arts Council of Wales/Wales Arts International to co-create new artistic work and share practice*
- *Unique opportunity for individual artists, arts organisations and festivals based in India or Wales to submit proposals by 6 December 2019*

Kolkata, 5 November 2019: British Council, the United Kingdom's international organisation for educational opportunities and cultural relations, has launched its new grant scheme – **Connections Through Culture: India-Wales** – in India.

As part of British Council's Festivals for the Future programme in India, the grant supports artistic collaboration and exchange between creative professionals and arts organisations in Wales and India, and enables development of cross-cultural practice and new artistic work with scope to tour to arts festivals in India and Wales over the longer-term. Through the scheme, organisations will be able to exchange sector knowledge, skills and business models to build a more sustainable and resilient festival sector in both countries.

Barbara Wickham OBE, Director, British Council India said; "Through our work in arts we aim to strengthen the creative sector between India and the UK, helping organisations in both countries to connect, create and collaborate. Wales has a strong legacy of connections through arts with India and the new Connections Through Culture: India-Wales grant will further strengthen this bond. We have a strong focus on the development of the festivals sector in both countries and we hope organisations from across India will be encouraged to apply for this grant."

Eluned Haf, Director, Wales Arts International said; "The arts have a fundamental role to play in bridging our cultures and in uniting people – within Wales and with the world beyond. The long standing #IndiaWales programme, managed by Wales Arts International and British Council, has connected audiences and artists in both countries across languages, cultures and traditions, and has developed and enriched artistic practice, careers and ambition. We are delighted to support British Council's new India Wales Connections through Culture: India-Wales scheme that will help to nurture existing relationships and grow new partnerships."

The programme supports international tour festivals in both countries in years two and three, encouraging the development of new international opportunities and networks; from research and development in year one. Individual artists, arts organisations and festivals based in India or Wales are invited to apply for the grant by submitting co-created project proposals for Year 1. Last date for submission of proposals is 6 December 2019.

The Welsh Government's (draft) International Strategy indicates arts and heritage as a means of developing strong cultural relations and India is an important priority country. This grant scheme is run by the same partners and builds on the success of #IndiaWales, the joint funding programme between the British Council and Wales Arts International/Arts Council of Wales, and Wales' involvement in the UK-India Year of Culture in 2017.

#IndiaWales was a joint initiative between Wales Arts International and the British Council that supported more than 2,000 participants across 13 projects, within applied arts, dance, film, literature, music and visual and applied arts, engaged more than 80,000 audience members in Wales and India and reached over 4.9 million people through social media.

More information about the process, eligibility and submission can be found on <https://www.britishcouncil.in/programmes/arts/opportunities/india-wales>



About the British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We work with over 100 countries in the fields of arts and culture, English language, education and civil society. Last year we reached over 80 million people directly and 791 million people overall including online, broadcasts and publications. We make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive a 15 per cent core funding grant from the UK government. britishcouncil.org

About Wales Arts International

Wales Arts International facilitates international work in the arts through collaborations, projects, networks and communication. We provide advice and support to artists and arts organisations from Wales who work on an international level. We are also a contact point for international artists and arts organisations working in Wales. We foster international artistic excellence in Wales and ensure international impact and recognition for the arts and culture of Wales.

Wales Arts International is a partnership between Arts Council of Wales and British Council. www.wai.org.uk

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