



Dear Participant

The Calligraphy Foundation invites you to showcase your talent at Sulekahan Kala Pradarshini in August! This exhibition is your chance to:

- Display your artwork in a well-respected calligraphy event.
- Gain recognition among artists, scholars, and calligraphy lovers.
- Connect with fellow artists who share your passion.

**Here's what you need to know:**

- Theme: Lipikrit Bharat: Unveiling the Calligraphy Script Writing Tradition in Bharat
- **Interested in Participating?**
  - Register online by June 30th, 2024.
  - Submit your artwork concept for approval by our Jury team by July 7th, 2024. (We'll help ensure it aligns with the theme!)
  - Your final artwork needs to reach our office by July 25th, 2024.
- **Want to Learn More?**
  - We've attached a helpful guide with detailed steps, guidelines, and important instructions (including format & shipping details).
  - Visit [www.aksharmahotsav.com](http://www.aksharmahotsav.com) for full exhibition details.
- **Have Questions?**
  - Feel free to email us at [exhibitions@thecalligraphyfoundation.com](mailto:exhibitions@thecalligraphyfoundation.com) or [thecalligraphyfoundation@gmail.com](mailto:thecalligraphyfoundation@gmail.com)

We look forward to your participation and to celebrating the rich script writing traditions of Bharat together.

**Best regards,  
Ekta Chahar  
Exhibition Coordinator  
Team Akshar Mahotsav**



**Reg Add:** 1216, Dayanand Colony Kotla Mubarakpur, Delhi -110003  
**Branch Add:** 148, Shree Krishna Apartment, Sector 6,  
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[www.thecalligraphyfoundation.com](http://www.thecalligraphyfoundation.com)





# The Calligraphy

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Dear Artists,

The Calligraphy Foundation invites you all to Akshar Mahotsav 2024 (AM'24) and within it to exhibit your work at the Sulekhan Kala Pradarshini.

The purpose of this document is to outline the requirements and procedures for the exhibitors. By adhering to this guidelines, we can maintain the highest standards of quality and professionalism, creating a memorable experience for all the attendees.

<b>Content</b>	<b>Page No.</b>
• What is Akshar Mahotsav?	2
• What is Sulekhan Kala Pradarshini?	2
• Theme	3
• Eligibility	3
• Participation Categories	3
• Pre-approval requirement	3
• Mediums allowed	4
• Scripts	4-5
• Size Restrictions	6
• Framing	6
• Submission Guidelines	6-8
• Display and installation	8
• Important Dates	8
• Steps you can consider for creation of your artwork	9
• Sales and Pricing	10
• Insurance and Liability	10
• Return of Artwork	10
• Consent and Agreements	11
• Contact Information	11
• Agreement	11



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### What is Akshar Mahotsav?

Akshar Mahotsav is a part of Foundation's Awareness Project. The Foundation has been making constant efforts to promote the art of writing and penmanship.

Akshar Mahotsav celebrates the art of calligraphy and the beauty of Indian languages and scripts. Every year Akshar Mahotsav has a theme and this year, theme is **Lipikrit Bharat : "Unveiling the Calligraphic Script writing tradition in Bharat"**.

Calligraphy occupied a distinguished place among the various creative practices that have evolved on the Indian Subcontinent. The magnificent corpus of scripts produced across the region over thousands of years is shaped by its diverse geographies and embodies a rich history of culture. Through this AM we want to celebrate Indian Scripts and show how deeply ingrained scripts are in the socio-cultural dynamics of our country. We aim to bring Indian traditions, languages, and scripts together to represent them on a global level.

### What is Sulekhan Kala Pradarshini?

Sulekhan Kala Pradarshini, part of Akshar Mahotsav, is a physical exhibition dedicated to showcasing the rich heritage and artistic excellence of Indian calligraphy. This event highlights the diverse scripts used across different regions of India, bringing together calligraphers to exhibit their exceptional craftsmanship and creativity.

The exhibition is a platform to celebrate and preserve the beauty of Indian scripts, emphasizing their cultural significance and artistic value. Our goal is to foster a deeper understanding and appreciation of the art of calligraphy.

For the younger generation, the exhibition provides a valuable opportunity to explore the intricate artistry and cultural importance of Indian calligraphy. By experiencing the exhibition, they can connect with their heritage, fostering a sense of pride and motivation to continue the legacy of Indian scripts and calligraphy.

By exploring scripts from across India, the exhibition demonstrates the diversity and continuity of India's writing traditions. Participants are encouraged to create artworks that reflect the unique characteristics and historical significance of these scripts, celebrating their beauty and cultural relevance.

**Below are the guidelines, instructions, Dos, Don'ts, terms and conditions that one must follow to exhibit in the Sulekhan Kala Pradarshini.**



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**Please read everything carefully before you start creating your artwork.**

### Theme

Lipikrit Bharat : "Unveiling the Calligraphic Script writing tradition in Bharat " .

### Eligibility

Open to all artists and students across the country. There are three categories.

### Participation Categories

One can apply in any one of the below mentioned categories

1. Artists
2. Students (College): 18+ years
3. Students (School): Navankur Sulekhak
  - o 8 to 11 years
  - o 12 to 18 years



Scan code to register yourself

### Pre-Approval Requirement

All participants must submit a concept proposal of their artwork for jury approval before proceeding with the final piece.

**Last date of concept submission:** 07 July 2024

**Note:** The earlier you get your concept approved, the more time you will have to create it.



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## Mediums Allowed

One can use any of the below mediums or artforms to create their artwork. Combination of different mediums is also encouraged.

- Calligraphy
- Painting
- Drawing
- Sculpture
- Printmaking
- Photography
- Mix Media
- Fashion design
- Illustration
- Interior design
- Architecture
- Ceramics
- Textiles
- Glass art
- Woodworking
- Metal working
- Jewellery making

## Scripts

In AM'24 we are celebrating the script writing tradition of India and hence this year we are including numerous ancient and modern scripts. The provided list of scripts is for reference only and not exhaustive. One can choose any script from the Indian subcontinent's evolution for their artworks to celebrate India's rich calligraphic traditions.

***Below are some of the scripts that one can use individually or in combination:***

- ***Brāhmī*** – One of the oldest writing systems, from which many Indian scripts have evolved.
- ***Kharosthi*** – An ancient script used in the Gandhara region, important for early Buddhist texts.
- ***Nagari/ Devanagari*** – Widely used for Marathi and Sanskrit, known for its clarity and structure.
- ***Gupta*** – A prominent script during the Gupta Empire, influencing many later scripts.



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- **Urdu/Persian/Arabic** - Introduced during the medieval period, these scripts have been widely used in India, particularly in literature, administration, and religious texts
- **Sharda** - Used in Kashmir for writing Sanskrit and Kashmiri, known for its distinct style.
- **Grantha** - Used in Tamil Nadu for writing Sanskrit, crucial for preserving ancient texts.
- **Tamil-Brahmi** - An early script used in Tamil Nadu, marking the beginning of written Tamil literature.
- **Nandinagari** - Primarily used in southern India for writing Sanskrit, notable for its elegant form.
- **Kadamba** - An early script of Karnataka, significant in the development of the Kannada script.
- **Kannada-Telugu** - Used for Kannada and Telugu languages, showing regional linguistic diversity.
- **Bengali-Assamese** - Used in Bengal and Assam, reflecting the cultural richness of these regions.
- **Oriya** - Used in Odisha, known for its rounded shapes and historical depth.
- **Gujarati** - Used in Gujarat, important for both literary and administrative purposes.
- **Gurmukhi** - Used for Punjabi, created by Guru Angad Dev to simplify scriptural learning.
- **Meetei Mayek** - Used in Manipur for the Meitei language, recently revived after a period of decline.
- **Ahom** - Used in the Ahom Kingdom in present-day Assam, crucial for historical records.
- **Tibetan** - Used in the Himalayan regions including Ladakh, important for Buddhist scriptures.
- **Kaithi** - Used in the Bhojpuri-speaking regions, known for its historical and administrative use.
- **Modi** - An administrative script used in Maharashtra, known for its swift writing style.
- **Lepcha** - Used in Sikkim, notable for its unique character shapes.
- **Bhaiksuki** - An ancient script recently rediscovered, used historically in Buddhist texts.
- **Siddham** - Used in Buddhist texts, significant for its use in spreading Buddhism to East Asia.
- **Gunjala Gondi** - Used by the Gondi people, recently revived to preserve cultural heritage.
- **Dogra** - An old script from the Jammu region, important for historical documents.
- **Pallava** - The script which influenced many Southeast Asian scripts, notable for its artistic form.



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# The Calligraphy FOUNDATION

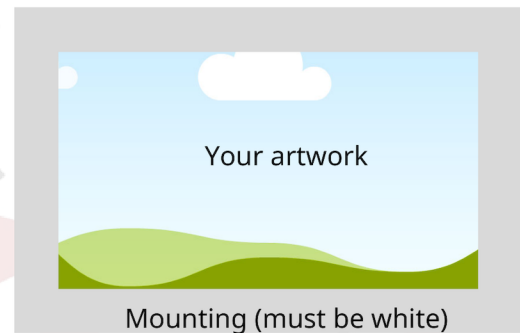
## Size Restrictions:

Paper: A3, A2

Canvas: No restrictions

## Framing:

- All artworks on paper must be mounted and have strong cardboard backing
- Mounting board color must be white →
- Avoid glass framing
- **Folded artworks will not be accepted**



## Submission Guidelines

The Submission Process will be in 3 phases:

**Phase 1:** Submission of concept for approval on website

*Last date:* 7 July 2024

**Phase 2:** Submission of final artwork on website (explained on next page)

*Last date:* 20 July 2024

**Phase 3:** Submission of physical artwork piece at TCF address or at the venue

*Last date (at TCF address):* 25 July 2024

*Last date (at Venue address):* will be announced soon

## Packaging and Transit

- Artworks must be securely packed to prevent damage during transit.
- Each package must be clearly labeled with the artist's name, contact information, and artwork details.
- Artists are responsible for shipping costs to and from the exhibition venue.



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## Phase 2: Submission of final artwork on website

To upload the final artwork on website, one must keep following details ready beforehand:

### 1. Artwork Details *(all mandatory unless mentioned otherwise)*

- Title of the artwork
- Medium used (e.g., ink, acrylic, mixed media)
- Dimensions (height x width x depth)
- Year of creation
- Brief description of the artwork (precisely within 75 words) (inspiration, concept, technique, etc.)

### 2. Calligraphy elements used

- Describe the calligraphy elements used (specific scripts, language, phrases, strokes etc.)

### 3. Collaboration details *(if applicable)*

### 4. Images of Artwork *(for catalogue)*

- Upload high-quality images of the artwork in .jpg/.jpeg/.png format

### 5. Artwork availability and price *(if available for sale)*

### 6. Artist Statement

- Provide a brief statement about your work, style, and artistic journey

### 7. Additional Notes/ special requests *(if any)*



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## Delivery Date and Time:

One can send their artwork neatly packed to the above address once it's complete after the approval of the concept. The artwork should reach the foundation address latest by **25 July 2024**.

To drop your artwork directly to the venue, the date and time will be announced later.

## Delivery Address:

The Calligraphy Foundation  
148, 4th Floor, Shree Krishna Apartment,  
Sector 6, Vasundhara, Ghaziabad U.P. 201012  
Mobile No.: 9350744119

## Display and Installation

**Installation:** The exhibition team will handle the installation of artworks. Special installation instructions must be included if applicable.

**Exhibition Layout:** The layout will be determined by the exhibition committee to ensure a cohesive display.

## Important Dates

- **Concept Submission Deadline:** 7 July 2024
- **Concept Approval email:** Within 48 hours of submission of concept
- **Final Artwork Submission Deadline:** 25 July 2024
- **Exhibition Dates:** will be announced soon (tentatively second week of August 2024)
- **Pickup/Return Shipping Dates:** will be announced later



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## Steps you can consider for creation of your artwork:

- **Research the evolution:** Dive into the history of the script you are working on. Understand its origins, major transformations, and the cultural contexts in which it evolved. This historical insight will add depth to your artwork.
- **Showcase letterform variations:** Highlight the variations of letterforms from different periods. This can illustrate the artistic brilliance and adaptability of the script over time. Each period has its unique style, which can add a fascinating layer to your piece.
- **Focus on artistic application:** Your artwork is not confined to traditional calligraphy. While the focus should be on letterforms, feel free to explore their application in various art forms. Use these forms to showcase the beauty and versatility of the script.
- **Explore regional scripts:** Investigate scripts native to your region. Look for ancient manuscripts, temple inscriptions, sculptures, and architectural details. These local elements can provide authentic references and enrich your artwork with regional flavor.
- **Visit historical sites:** Visiting temples, historical buildings, and museums can offer valuable insights into the traditional uses of scripts. These experiences can inform your work and help you connect with the cultural heritage.
- **Build cultural understanding:** Through your artwork, aim to build a deeper understanding of your regional culture. By including elements from your regional history, you contribute to a broader appreciation of the diverse culture in our nation.
- **Create a sense of belongingness:** Let your work reflect a heartfelt connection to your heritage. By exploring and celebrating the scripts of your culture, you create a sense of belonging and shared identity among participants and viewers alike.



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### Additional things to remember

- Ensure that the artwork has some form of letterforms/ calligraphy strokes in the scripts mentioned earlier.
- One can use a combination of mediums/artforms if they would like
- **Digital artworks and printouts not allowed.**

### Sales and Pricing

- Sales: Artworks can be available for sale at the discretion of the artist.
- Pricing: Artists must provide a price list for their artworks.
- Not for Sale: Artists can also mark their artworks as not for sale (NFS)

Further discussion about this will be carried over mail.

### Insurance and Liability

**Insurance:** Artists are responsible for insuring their artworks during transit and the exhibition.

**Liability:** The Calligraphy Foundation will take all necessary precautions to protect the artworks. However, TCF is not liable for any damage, loss, or theft of artworks during transit or the exhibition.

### Return of Artwork

**Return Shipping:** Artists are responsible for the cost and arrangement of return shipping for artworks.

**Pickup:** Alternatively, artists can arrange to pick up their artworks at the venue after the exhibition ends within specified time frame that will be announced soon.

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## Consents and Agreements

**Originality:** By submitting an artwork, the artist confirms that the artwork is their original creation and does not infringe on any third-party rights or constitute plagiarism.

**Accuracy of Information:** The artist attests that all information provided in the submission form is accurate and truthful.

**Exhibition Name:** The artist consents to exhibiting their artwork under the name of the Sulekhan Kala Pradarshini and will not promote it as their own exhibition.

**Promotion:** The artist agrees to actively promote the exhibition through their personal and professional networks to the best of their ability.

## Contact Information

**Exhibition Coordinator:** Ekta Chahar  
**Email:** tcfprogrammanager.mal@gmail.com  
**Whatsapp:** 8275777318  
**Phone:** 8275777318

## Agreement

By submitting an artwork to the exhibition, the artist agrees to abide by all the guidelines, terms, conditions, and consents outlined above.

Regards,

Ekta Chahar  
 Program Manager  
 The Calligraphy Foundation

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