



Press Release:

Reliance Foundation partners with Velvi to bring the ARTTECH Festival to Mumbai

This year the festival will combine technology with art to train autistic persons in computer-assisted art

Mumbai, February 11, 2016: Reliance Foundation brings the popular ARTTECH festival to Mumbai this year. The year's theme is combining technology with art. For the first time, autistic persons will be trained in technology assisted art besides the traditional arts such as acting, modelling, photography, etc.

Experienced facilitators from India, US, and Australia will train 17 participants over a period of three days. The final work will be displayed at the end of the festival.

Mr Jitendra Kalra, COO, Reliance Foundation shares on bringing the festival to Mumbai, "Reliance Foundation is focused on building an inclusive India. Partnering with the ARTTECH Festival provides an opportunity to parents, therapist and patients to interact and cope with the disorder through art and technology."

Velvi is the first organization in India that has applied art to transform the lives of children and adults affected by Autism Spectrum Disorder (ASD). To create awareness among the parents, Velvi has organized the Festival since 2006 in Madurai, Bengaluru, Hyderabad, Thiruvananthapuram, Trissur, Chennai, and Coimbatore so far. From a one-day event, it has grown to a three-day residential programme today.

The Festival has inspired organisations across the world to follow suit. The State University of California at Chico, USA; Rhythm Foundation, Kuala Lumpur, Malaysia; and Shenanigans, Atlanta, USA are some of the organisations that have interacted with Velvi and organised festivals in their respective countries.

Dr. Parasuram Ramamoorthi, Chairman of Velvi, said, "With the support of Reliance Foundation we are able to bring this festival to Mumbai. This year's ARTTECH festival would focus on these art forms plus improve emotional intelligence."

A number of professionals who have worked with autistic people will be present at the Festival in Mumbai. The parents of the participants will be allowed to observe the workshops. There will be a theatre performance during the Festival, while the finale will be marked by celebration, dancing, and an exhibition of the Art prepared during the Festival.

Mumbaikars will witness a new dimension of Autism and are invited to the Final Closing Ceremony of the Festival on February 14, 2016, at Swadeshi Complex, Chunnabhatti.

About Reliance Foundation:

Reliance Foundation aims to play a catalytic role in addressing the nation's development challenges through innovative and sustainable solutions with its focus on five core pillars: Rural Transformation, Education, Health, Urban Renewal, and Promotion and Protection of India's Arts, Culture and Heritage. Mrs. Nita M. Ambani is the Chairperson of Reliance Foundation and the guiding spirit behind the Foundation's ambitious vision of becoming the leading vehicle for social development, empowering the underprivileged and infusing social transformation in India. Reliance Foundation reaches out to over 5,500 villages and various urban locations across India.

www.reliancefoundation.org

About Velvi:

VELVI means spiritual action for the welfare of Humanity. Velvi founded by Dr. Parasuram Ramamoorthi in 1987 and has completed 28 years of service to humanity through theatre and arts. It has supported theatre artists and traditional artists like Puppeteers. Since 2003 Velvi has been focussing on helping children and adults in the Autism spectrum disorder through Arts.

Velvi was the first organisation that helped them with Eye-Contact and Attention span through their Mask Therapy which is gaining universal currency now. Since 2006 Velvi has conducted workshops Drama for Autism in many parts of the world.

Velvi's future plan includes Independent Assisted Living Project for young persons with Autism where they would live under care and also pursue THEIR PASSION for Art.

Contact person:

Sejal Mody – 99306 61349, sejal.mody@reputare.co.in

Dr. Ramamoorthi Parasuram - 9655 573751, parasuram.ramamoorthi@gmail.com