

# Kalamrit (कला + अमृत)

India's art and culture are living expressions of its history, diversity, and collective soul. At **Friendly Giants**, we work to preserve, promote, and reimagine India's artistic heritage by creating meaningful platforms for artists, traditions, and cultural stories to thrive in the modern world.



# An Effort to Keep The Soul of India Alive

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## Support Traditional & Contemporary Artists

We collaborate with folk, tribal, and contemporary artists by providing visibility, resources, and opportunities to showcase their work across exhibitions, events, and digital platforms. We create meaningful connections between artists and wider audiences, ensuring their voices and stories are heard and appreciated. Through strategic partnerships and curated initiatives, we expand their reach at both national and international levels. Our focus remains on fostering long-term growth, enabling artists to sustain their practice while preserving the authenticity and essence of their craft.



# Preserve Cultural Heritage

Through documentation, storytelling, and creative projects, we help safeguard endangered art forms, crafts, and cultural practices for future generations. By working closely with artisans, historians, and cultural practitioners, we ensure that traditional knowledge is accurately recorded and respectfully represented. We promote awareness through exhibitions, publications, and digital archives that highlight the richness of India's diverse heritage. Our efforts aim to keep these traditions alive, relevant, and accessible in a rapidly evolving world.



# Curate Exhibitions & Cultural Experiences

We organize art exhibitions, cultural showcases, workshops, and immersive experiences that connect communities with India's rich artistic traditions. By bringing together artists, scholars, and audiences under one platform, we create engaging spaces for dialogue and appreciation. Our thoughtfully designed programs blend tradition with contemporary perspectives, making cultural experiences accessible, interactive, and inspiring for diverse communities.



# Encourage Youth & Community Participation

By engaging students, young creators, and local communities, we inspire a deeper appreciation for Indian art, crafts, and cultural values. Through educational programs, mentorship initiatives, and interactive workshops, we nurture creativity and cultural awareness among the younger generation. Our community-driven approach fosters collaboration, inclusivity, and a shared sense of responsibility in preserving and promoting India's artistic heritage.



# Blend Tradition with Modern Expression

We explore innovative ways to present traditional art through modern mediums such as digital art, design, installations, and contemporary storytelling. By integrating technology and creative experimentation, we reinterpret heritage in formats that resonate with today's audiences. Our approach ensures that age-old traditions remain dynamic and relevant, bridging the gap between the past and the present while honoring their authentic roots.



# Promote Indian Art on Global Platforms

We aim to take Indian art and culture beyond borders by creating collaborations, cultural exchanges, and international exposure opportunities. By partnering with galleries, curators, and cultural institutions worldwide, we open new avenues for artists to present their work on prestigious global stages. We also collaborate with international organizations to foster cross-cultural dialogue, strengthen artistic networks, and position Indian art as a powerful voice in the global creative landscape.



# Our Vision

India is home to one of the richest and most diverse artistic heritages in the world. From ancient crafts and folk traditions to regional art forms passed down through generations, Indian art holds immense cultural value. Yet, much of this talent remains underrepresented, under-supported, and at risk of fading away.



At Friendly Giants, our vision is to build a sustainable ECOSYSTEM where Indian art and culture are not only preserved, but truly recognized, supported, and celebrated. We strive to EMPOWER ARTISTS by providing them with the platforms, resources, and opportunities they deserve—allowing traditional and contemporary art forms to evolve with time while remaining deeply rooted in their authentic origins. Through this commitment, we aim to ENRICH THE ART, strengthening its relevance, value, and impact for generations to come.

# Our Alignment with UNSDGs



## Our Mission



At **Friendly Giants**, our mission is to actively identify, nurture, and support both emerging and traditional Indian artists by creating meaningful opportunities for growth and visibility. We aim to build sustainable platforms that connect artists with wider audiences and markets, while providing access to mentorship, skill development, and essential resources. By fostering innovation without compromising authenticity, we strive to preserve India's rich artistic heritage while enabling it to evolve with time. Through collaboration, community engagement, and long-term commitment, we work to ensure that Indian art not only survives but flourishes for generations to come.



## Join Us in Making a *Difference*

Together, we can build stronger communities and create a better future for all. Friendly Giants Foundation invites individuals, organizations, and communities to be part of this journey of impact and transformation.

Your support can help us reach more lives and create sustainable change where it is needed the most.

[info@friendlygiantsfoundation.org](mailto:info@friendlygiantsfoundation.org)



**DONATE NOW**

|                  |                                   |
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| IFSC & MICR Code | <b>HDFC0000280</b>                |

You can contribute by Volunteering, partnering, or supporting our initiatives.

