



PRESS RELEASE

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For Immediate Release

***Silk River*, a major project led by Kinetika, is to be part of the UK-India Year of Culture.**

Kinetika has brought together a wide range of partners in the UK and India to deliver this project which will celebrate the unique relationship between communities along the Thames and India's Hooghly River.

The Queen is to launch a spectacular UK-India Year of Culture at Buckingham Palace on 27th February to strengthen the special cultural partnership between the two countries. The event marks the beginning of a year-long programme to mark the 70th anniversary of Indian independence and the cultural relationship with the UK with an exciting festival of events celebrating the vibrant cultural history of the two countries.

Across 2017, Top UK business and Arts institutions will partner with their Indian counterparts to strengthen cultural and economic ties between the two nations, and showcase British and Indian creativity on the global stage.

Silk River is an ambitious project which explores the unique relationship between London and Kolkata through artistic exchange between communities along the Thames Estuary and India's Hooghly River.

Kinetika's Artistic Director Ali Pretty, with associate Artistic Director Ruchira Das (Think Arts, India) and an international team of artists, writers and photographers, will capture and interpret the experience of journeying along these two mighty rivers.

Working in 20 locations from Murshidabad to Batanagar (Hooghly) and Kew Gardens to Southend (Thames) to reinterpret a shared heritage, Kinetika's **Silk River** will raise cultural awareness of the Indo-British relationship through engaging diaspora communities and connecting young people with artists along the route.

Silk River culminates in Sept-Dec 2017 with two river walks where the stories of the 20 locations will be revealed to local, national and international audiences through the showing of 20 giant hand-painted Bengali silk scrolls and accompanying performances.

Ali Pretty, Kinetika's Artistic Director will be attending the launch at Buckingham Palace and is delighted that **Silk River** is part of this prestigious celebratory year:

*"It was my first visit to India in 1984 that inspired me to work in the arts, using them as a tool for social change and community development. **Silk River** will build on my experience over the last 30 years, bringing together communities from the UK and India for a meaningful exchange of stories and ideas."*



The full list of the project partners can be found on the website here:

<http://www.silkriver.co.uk/key-partners/>

As the project unfolds more information will be available via the website www.silkriver.co.uk and on social media.

Facebook: <https://www.facebook.com/silkriverkinetika/>

Twitter <https://twitter.com/SilkRiver2017>

Instagram: <https://www.instagram.com/kinetikapeople>

Hashtags across all social media: #silkriver #UKIndia2017 #reimagineindia #acesupported

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Editors Notes

Key Dates - Silk River Project

Dates	Activity	Location	Country
June 5-18 th 2017	Silk Scrolls being painted in 10 day Textile Residency led by Kinetika	Kinetika Studio, High House Production Park in Purfleet.	UK
Sept 7 th 2017	National PR Event revealing all 20 Scrolls for the first time	The Backstage Centre, High House Production Park in Purfleet.	UK
Sept 15-24 th 2017	10 day walking festival	Kew Gardens to Southend	UK
Oct 21-27 th 2017	Exhibition of all 20 giant Silk River Scrolls	Kew Gardens	UK
Dec 7-17 th 2017	10 day walking festival and finale.	Murshidabad to Batanagar. Finale event in Kolkata.	India



Kinetika is an internationally renowned company with an 18-year track record of combining world-class design with community projects to produce spectacular outdoor events that engage diverse audiences wherever they work. Founded by artist Ali Pretty in 1997, and inspired by her training in carnival arts in Trinidad and India, Kinetika now has an unrivalled reputation for working with local communities on projects that change the way people feel about where they live. From local community events in shopping centres, ceremonial boulevards and local high streets, to the Great Wall of China and the heart of Kolkata.

The charitable arm, Kinetika People, is known for its high quality community engagement work, running participatory programmes, workshops and artist training schemes, which aim to nurture new artistic talent and engage communities, raising aspirations and building a sense of place.

The commercial arm, Kinetika Design Studio, has been commissioned to create work for ceremonies at high profile events including FIFA World Cup 2009, the London Paralympic games/Team GB Parade in 2012 and the European Games 2015.

www.kinetikaonline.co.uk



About UK/India 2017

UK/India2017 is a year-long celebration of the long-standing relationship between India and the UK, which will see a vast programme of cultural exchange and activity take place in cities across both countries. Working with a huge number of partners and institutions, the British Council is developing a programme of cultural activity which will connect and inspire people in both countries; and strengthen and celebrate the UK and India's cultural ties. For more information on UK/India 2017 please visit www.britishcouncil.in



Silk River Project Team, India January 2017. Photo Credit Mike Johnston

