



SH school of
communication

Sacred Heart College, Thevara



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Proposal to Support Kochi-Muziris Student Biennale

Proposal Summary:

Sacred Heart School of Communication propose to work closely with the U.S. Consulate General Chennai and Kochi-Muziris Biennale Foundation to support the Student Biennale (SB) organized alongside the Kochi-Muziris Biennale (KMB). The KMB Student Biennale (SB) works closely with art institutions across India, strengthening art education practices and bringing new pedagogical interventions to the classroom. The KMB SB provides an alternate platform for young artists and experienced curators to reflect on their art practices and exhibit on an international stage. As an educational initiative, the Students' Biennale reaches out to art colleges across South Asia, to encourage young artists to reflect on their practice and exhibit on an international stage. The initiative is thus invested in using the potential of a global biennale platform to energize art schools and art production. The present edition of the Students' Biennale involves a multilateral approach, featuring an exhibition, an expanded education forum, and field-based research on the condition of art education as it stands.

While, supporting the Student Biennale in general, The SH School of Communication propose to work closely with the Biennale Foundation to showcase available opportunities and the quality of higher education in the arts in the United States via the student biennale components listed below:

An expanded education program: Associated with the Students' Biennale, this component consists of a series of workshops and interactive sessions for young artists, students, and teachers to identify existing frameworks of learning across art institutions in India and to imagine new directions and models, with the grantee ensuring focus on those offered in the United States.

Research and Publication: Alongside the expanded education program and the Students' Biennale, a dedicated team of Kochi Biennale Foundation researchers will document and compile content for a publication that will present a collated and reflective summary of the 2018 Kochi-Muziris Students' Biennale process including content of presentations by U.S. Artists and Art Educators in different events.

Education Conference: The expanded education program and research activities will conclude in March 2019 with an education conference at the Kochi Biennale Foundation that will offer recommendations that emerged out of the workshops. The conference will feature a distinguished group of artists and change-makers and the grantee will ensure the participation of an American arts educator selected by PAS Chennai.

Introduction to the Organization:

Established in 2012, SH School of Communication is the youngest and the most vibrant department of Sacred Heart College, Thevara, Kochi steered by an experienced crew. The department offers comprehensive courses in Animation, Communication and Journalism, Graphic Design, and Cinema and Television. SH School of Communication is founded on a methodology that aims to inculcate innovation, action and professional responsibility in the students while nourishing a personal bond between the mentors and students. The department facilitates a 360 degree exposure to students by involving them in events related to art and media as well as by providing them opportunities to experience real work environment at design studios, television channels and media houses through internships and training.

SH School of Communication has the required expertise to implement this grant, which involves setting up of visual and multimedia exhibits and organizing a series of interactive events and workshops including those highlighting the superb quality of arts education in U.S. Universities. SH School has highly qualified teachers and specialists with expertise in visual communication, graphic designing, animation, filmmaking, and visual media campaigns, which make them a perfect educational partner for the Kochi Biennale Foundation.

SH School of Communication is an integral part of Sacred Heart College, Kochi. Sacred Heart College is a premier institution of higher education affiliated to Mahatma Gandhi University, Kerala, India. Established in 1944 by the Carmelites of Mary Immaculate (CMI), a catholic religious order for men, the college aims at the fashioning of an enlightened society founded on a relentless pursuit of excellence and a secular outlook combined with a firm faith in God. Over the years, the SH college has established itself a frontrunner in the quest for excellence, both in the academic and co-curricular fields. In the year 2000, the college was accredited by the National Accreditation and Assessment Council (NAAC) at the Five Star level, and in 2013 it was reaccredited at the A level. With its 14 undergraduate and 15 postgraduate programs, and a range of diploma and certificate courses, the college has been in a quest to stay abreast of the ever expanding academic frontiers.

Sacred Heart College has worked with the U.S. Consulate, Chennai to implement many successful programs in Kochi, including many programs focusing on American Studies and U.S. Presidential Elections. The College has also hosted outreach events with service members from U.S. ships visiting Kochi.

In December 2017, Sacred Heart partnered with Kochi Biennale Foundation and the U.S.-based art non-profit Zero-1 to implement an American Arts Incubator project, support by the U.S. State Department's Bureau of Educational and Cultural Affairs, in Kochi.

Our program partner to implement this project, the Kochi Biennale Foundation (KBF), the organizers of India's largest contemporary art exhibition, Kochi-Muziris Biennale (KMB).

Moreover, Kochi Biennale Foundation and the Sacred Heart have a history of working together to implement art projects in Kochi. This includes a National Gender Conclave organized in 2016 in association with the Kochi Corporation, UNICEF, Kerala Folklore Academy as well as the Kochi Biennale Foundation. In December 2017, the school partnered with Kochi Biennale Foundation and the U.S.-based art non-profit Zero-1 to implement an American Arts Incubator project, support by the U.S. State Department's Bureau of Educational and Cultural Affairs, in Kochi.

Problem Statement:

The Students' Biennale seeks to develop an alternative exhibitory platform for BFA and MFA students in India that encourages and exposes students to artistic practices that otherwise may not be facilitated in institutions due to either infrastructural lack or shortage of resources. In its current edition, it has worked with six curators who are acclaimed art practitioners, art historians and independent curators, to provide mentorship to the participating students along with a production grant to financially support their projects.

Among its initiatives is also the Expanded Education Program that was envisioned as a series of workshops that were developed with a team of highly experienced art educators including those from the United States. With a focus on art history, intermedia, technology, critical theory, public art, architecture and the city, and curation, these workshops emerge from the expertise of the educator team who have spent many years developing their teaching strategies and will engage the students in process-intensive, practice-based learning.

The workshops were designed to respond to local contexts and forms of knowledge that is accumulated into the fabric of different art colleges, acknowledge and attempt to engage with the larger intellectual community that exists around art colleges, and tackle challenges like limited resources, institutional norms and geography that greatly determine the functioning of these spaces.

Program Goals and Objectives:

- To develop an alternative exhibitory platform and a network of young practitioners/student-artist— from India and across South Asia
- To facilitate the development of contemporary art practices that may not have the infrastructure or resources in institutions.
- To facilitate research on the state of art schools across the country, develop publications, explore the possibilities of curriculum intervention in art schools with educators and artists, including those from the United States
- Develop sustainable partnerships between U.S. and Indian educational and arts institutions.
- Organize interactive events and educational activities at the Kochi Student Biennale and document the proceedings, highlighting American contributions to contemporary art and arts education.

- Contribute to the SB's education conference and support the participation of a prominent American arts educator

Program Activities:

In working towards the Students' Biennale exhibition, the process involves multiple sessions of interaction between students and curators in order to mentor the projects. Curators conduct several workshops that also involve a number of resource persons. Seven such curatorial workshops were conducted this year.

Through the course of the Students' Biennale programs as well as performances by visiting students are planned. Visiting students are also encouraged to participate in workshops in Kochi and interact with the artists of the Kochi-Muziris Biennale.

These workshops were developed after visiting schools and understanding areas where curriculum intervention or workshops would be beneficial in helping students in engaging with their practice. On completion of the workshops, researchers who had been on-field with the educators work alongside an editor on compiling their finding around pedagogy and the state of art schools into a publication.

During the course of the Student Biennale, American Art educators suggested by the U.S. Consulate and the U.S. India Educational Foundation will lead at least three workshops focusing on Art Education in the United States. Below are the details of these proposed workshops:

1) Title: Art History for Artists – a workshop led by Dr Amelia Rauser, American Fulbright-Nehru Scholar to India

Date: Friday, March 1, 2019

Time: 10 a.m. to 12 noon (if you wish to change this, please let me know)

Venue: to be confirmed

About the workshop: Artists often approach the history of art looking for motifs they can draw upon in their own art. But the ideas behind the styles are also important for artists today who wish to situate themselves in dialogue with the past. This workshop will present some case studies in the history of art that are relevant for artists today, offering opportunities for sketching, group discussion, and even debate.

About the resource person: Dr. Amelia Rauser is professor of art history and co-director of the Humanities Initiative at Franklin & Marshall College, and president of the Historians of Eighteenth-Century Art & Architecture. Educated at the University of California–Berkeley and Northwestern University, she is a specialist in the art and visual culture of 18th-century Europe. Her first book, *Caricature Unmasked: Irony, Authenticity, and Individualism in English Prints*, was published in 2008, and her second book, *Living Statues: Neoclassical Culture and Fashionable Dress in the 1790s—London, Paris, Naples*, is forthcoming in 2019 with Yale

University Press. She is the recipient of a National Endowment for the Humanities award for her co-taught humanities course.

What Is the Examined Life? She has published widely and taught a variety of courses in the arts and humanities. In India, Dr. Rauser is affiliated to St. Teresa's College, Ernakulam, Kerala where she will teach until May 2019. India is the most populous democracy in the world, with a rich history of art and learning, and it has also founded many liberal arts colleges and universities in recent years. She is working alongside colleagues in the arts and humanities to gain a fuller understanding about the relationship between the liberal arts, the humanities, and democracy, and working alongside them to prepare citizens who will populate, enhance, and strengthen our democratic societies.

- 2) **Title: Presentation on typography, and her current research in India – a talk by Ms Roopali Kamboo, American Fulbright-Nehru Scholar to India**

Date: Monday, March 11, 2019

Time: 6 p.m. to 7.30 p.m.

Venue: to be confirmed

- 3) **Title: Building a Digital Portfolio for Print Works – a workshop led by Ms Roopali Kamboo, American Fulbright-Nehru Scholar to India**

Date: Tuesday, March 12, 2019

Time: 10 a.m. to 1 p.m.

Venue: to be confirmed

About the workshop: Presenting your work is just as critical as having strong works to present. The workshop will help you learn to 'brand' your digital portfolio and engage your viewer. Consideration will be given to the choice of supporting type, color, and other elements to enhance the presentation and focus the viewer. Tools used will be industry standard Adobe software: primarily Adobe InDesign and Adobe Acrobat Professional and Adobe Photoshop.

About the resource person: Ms. Roopali Kambo is an associate professor of graphic design at Tallahassee Community College, where she teaches several courses in graphic design including typography. She holds a BFA and MFA in graphic design. Ms. Kambo is a recipient of the 2017 Teaching Excellence Award from the National Institute of Organizational Development. She is a member of the TCC Global Council, which is tasked with encouraging and promoting student learning. Ms. Kambo is a recipient of the 2017 Teaching Excellence Award from the National Institute of Organizational Development. She is a member of the TCC Global Council, which is tasked with encouraging and promoting student global learning.

She has introduced several community-based projects in her classroom and spearheaded a partnership with the City of Tallahassee where her students work with city officials on live projects that are implemented in the community. She is also a fine artist who shows regularly and has been recognized for her artwork. Straddling both the design and fine art world, she has held several art shows, the most recent being a solo exhibit in January 2018. Her research work informs her practice as an artist, as a graphic design professional, and as a teacher.

In India, Ms Kamboo is affiliated to the College of Art, New Delhi. She is examining type design trends in Devanagari script as it applies to Hindi, within the cultural, social, geographical, and technological contexts. She is undertaking an immersive study of the current process for designing Hindi fonts and considering socio-cultural influences in design choices, as well as examining the script as a strictly visual form, thus utilizing both an academic and artistic perspective. This research will broaden the dialogue in type design in non-Latin languages and cultures at the global level.

Other workshops that are part of the Student Biennale include workshops on themes such as: 1) Inter-media Arts: Sound and Visual Expressions; 2) Technologies and/of Art; 3) Ways of seeing a city; 4) Making Materiality Matter: Art History as the History of Making; 5) City as artist's studio; 6) School of Everyday: Practice as Pedagogy; 7) Another Story: Artists' Museums, Alternative Histories; and 8) Erasures & Reclamations: Labor and Migration in Song

4) **Education Conférence:** The expanded education program and research activities will culminate with a proposed education conference from March 16-17, 2019, featuring prominent art educators including from the United States. The Conference will offer recommendations that emerged out of the workshops about the possibilities of curriculum development in art institutions. It will also present the findings of the researchers who worked on-field with the educators during the course of the Expanded Education Program Documenting the state of art schools, the engagement of the educators with these institutions, as well as their workshops.

Program Methods and Design:

The Students' Biennale has been designed as a year-long engagement with art schools across the country. While one aspect of it is the exhibition in Kochi, the process that leads up to the education and its concluding conference span across the year. Since its 2016 edition, workshops, in particular had been identified as a medium to engage with young artists and their practices as well as with pedagogy and curriculum. Workshops involving select art schools has also been a method that the Expanded Education Program has employed to identify existing frameworks of learning across art colleges in India and to imagine new directions in pedagogical practices within and around these institutions.

The Expanded Education Program brings together experienced artist-educators who developed a series of workshops at select arts colleges across the country exploring the varied climates under which art production and pedagogy is being undertaken. The team of educators for the 2018 edition includes Kausik Mukhopadhyay, Mriganka Madhukaillya, Santhosh Sadanandan, Sarada Natarajan and BV Suresh. In addition, international educators such as Frederica Martini, Igal Myrtenbaum, Rangoato Hlasane and T Shanaathanan were also invited to conduct workshops in select art schools in India.

Working alongside the educators are a team of researchers who support the process by documenting and compiling reports on these workshop modules. These findings will make their way into the publication so as to leave behind a collated and reflective summary of the process undertaken, some of which might offer possible directions art education can take in the Indian context in the 21st century.

Research and Publication is another aspect of the program that attempts to disseminate amongst art educators, institutions and policy makers, the results of the workshops conducted, and the possibilities of curriculum interventions. The research and publication will be shared in a conference towards the end of the Biennale.

Proposed Program Schedule and Timeline:

February 15 – March 30, 2019: Workshops focusing on Arts Education

February 15 – March 30 – Research work and compilation of the biennale publication

March 16-17, 2019: Conference on art education at Kochi.

August 31st 2019— Release / distribution of the of the research publication

Key Personnel:

- Mr. Babu Joseph, Director, S.H. School of Communication, Sacred Heart College
- Mr. Gautam Das, Assistant Director of Programs, Kochi Muziris Biennale Foundation

Program Partners:

Kochi- Muziris Biennale Foundation (KBF)

KBF is a non-profit charitable trust engaged in activities related to education and promotion of art and culture registered under section 12AA of Income Tax Act 1961, and is exempted under Section 80G of the Income Tax Act 1961. KBF organizes and manages the Kochi-Muziris Biennale (KMB) every two years in Kochi, Kerala. Education is key to KBF's cultural agenda.

Program Monitoring and Evaluation Plan:

- A team consisting of a full-time Assistant Director of Programs, Programs Manager and Education Co-ordinator lead the program, with the help of four programs assistants.

- Kochi Biennale Foundation's President, Assistant Director of Programs and project mentors closely monitor and evaluate every project through its planning and implementation.
- The research and evaluation processes, along with feedback from educational institutes and faculty, will be documented and compiled as a report to be used to inform and direct the project's expansion.
- The President, Coordinating Programs Team, Educators and the Curators strive to ensure and maintain positive relationships with educational institutions and the public during outreach and workshops.
- Curators and Educators compile periodic reports on their progress, challenges, learning outcomes and possible amendments to the program and its processes.
- The President with the advisory team will discuss the reports and make amendments if required, or intervene if needed.
- A project review will be conducted at the culmination of the program.

Future Funding or Sustainability:

- Partnerships are taken seriously; partners and sponsors will be kept up-to-date on project progression throughout the process.
- All initiatives will be shared on Kochi Biennale Foundation's communications platforms (print and online), events and activities will be publicized locally, regionally and internationally to garner project support from the public and community at large.
- Kochi Biennale Foundation will identify short-term and long-term sustainability strategies that will work for our organization. These will be linked to educational outputs, making partnerships and developing collaborative relationships with industry experts.
- Kochi Biennale Foundation will work towards fulfilling its vision and assess the current project and outcomes. The output will be documented and evaluated through each project, to articulate our community impact, successes and shortfalls.

Within the organization, a team will be set up to work towards implementing sustainability systems for this project to continue and expand after March 2019.



**U.S. Department of State
FEDERAL ASSISTANCE AWARD**

1. Recipient Name Sacred Heart College		2. Assistance Type:	
3. Address SH SCHOOL OF COMMUNICATION OLD PRESS BUILDING, OPP SACRED HEART COLLEGE, THEVARA KOCHI 682506 INDIA		<input type="checkbox"/> Cooperative Agreement <input type="checkbox"/> Fixed Amount Award <input checked="" type="checkbox"/> Grant <input type="checkbox"/> Property Grant <input type="checkbox"/> Voluntary Contribution	
4. Recipient POC: BABU JOSEPH Phone Number 9846049952 Email babu.joseph@shcollege.ac.in			
5. Type of Entity Foreign Educational Institution	6. Unique Entity Identifier 915668136	7. EIN/ TIN *****	
8. CFDA Number 19.040	9. Statutory Authority for Assistance Fulbright-Hays	10. Award Number SIN65019GR0006	
11. Period of Performance Start Date 26-Feb-2019 End Date 31-Aug-2019		12. Amendment Number	
13. Accounting and Appropriation Data 1900-2019--19__901130007-4628-SCA--1370-SIN65019GR0006-4121- PDP0346-362804-44DP-----		\$19,997.14 USD	14. Funds Certified By <i>Fred J Mauren</i> Fred Mauren
Funding Distribution			
15.	Total Prior Costs	New Costs	Total Cost
U.S. Share of Costs		\$19,997.14 USD	\$19,997.14 USD
Recipient Share of Costs		\$0.00 USD	\$0.00 USD
Total Costs		\$19,997.14 USD	\$19,997.14 USD
16. Purpose of the Federal Award Activity To support workshops, education conference, research activities, and publication that are part of the Student Biennale.			
17. Specific Award Conditions <input type="checkbox"/> Attached			
Agreement			
The recipient agrees to execute the work in accordance with the Notice of Award, the approved application incorporated herein by reference or as attached, and 2 CFR Parts 200 and 600 including any subsequent revisions.			
18a. Recipient Name Babu Joseph		19a. Grants Officer Name Eugene Bae	
18b. Recipient Signature <i>Babu Joseph</i>		19b. Grants Officer Signature <i>Eugene Bae</i>	
18c. Title Director	18d. Date (dd-mmm-yyyy) 26-Feb-2019	19c. Bureau/Office/Post AMERICAN EMBASSY NEW DELHI	19d. Date (dd-mmm-yyyy) 26-Feb-2019
By signing this Federal award, the recipient acknowledges that it will comply with Federal regulations, the Terms and Conditions, and any Special Award Conditions associated with this award. Receipt of the recipient's signature and return of the Federal Award Coversheet is required within ten (10) business days of the Grants Officer's signature. Please return to the Grants Officer address indicated here: BAEE@state.gov			