



Surajkund
Mela Authority

Surajkund[®]

International Crafts Mela

Fardabad, Haryana



Surajkund[®] International Crafts Mela

A Fair to Remember

Surajkund International Crafts Mela is a highly acclaimed world's biggest crafts fair. It is a mosaic of India's diversity and a kaleidoscopic celebration of crafts, music and rhythm, art and culture from across the world. Indulge in shopping of authentic traditional crafts, handicrafts and handlooms, witness the folk performances or delve into the culinary treats from far corners of the globe. It is all here at Surajkund Mela.

It is a one of its kind experience where you get to interact with skilful and dexterous artists who showcase their talents with their magnificent handicrafts items in the majestic rural backdrop.

As you wander in the meandering lanes of the fair, you are taken back in time, when life was simple, as you witness the entire landscape dotted with thatched huts, rural folks in traditional attires, hear languages from across the country and the world, the experience is simply transcending. The performance areas, food courts and entertainment zones also bring a splash of celebration to the ambiance.



Languishing crafts find a patron

Traditional or folk art is a reflection of history and cultural roots of a society. But with time such art and craft has lost its glory and simplicity against the fast pace of modern world. Across India, traditional folk art and culture face threat of extinction. Lifestyle changes have deprived the folk art forms of their context, traditional promoters and audience.

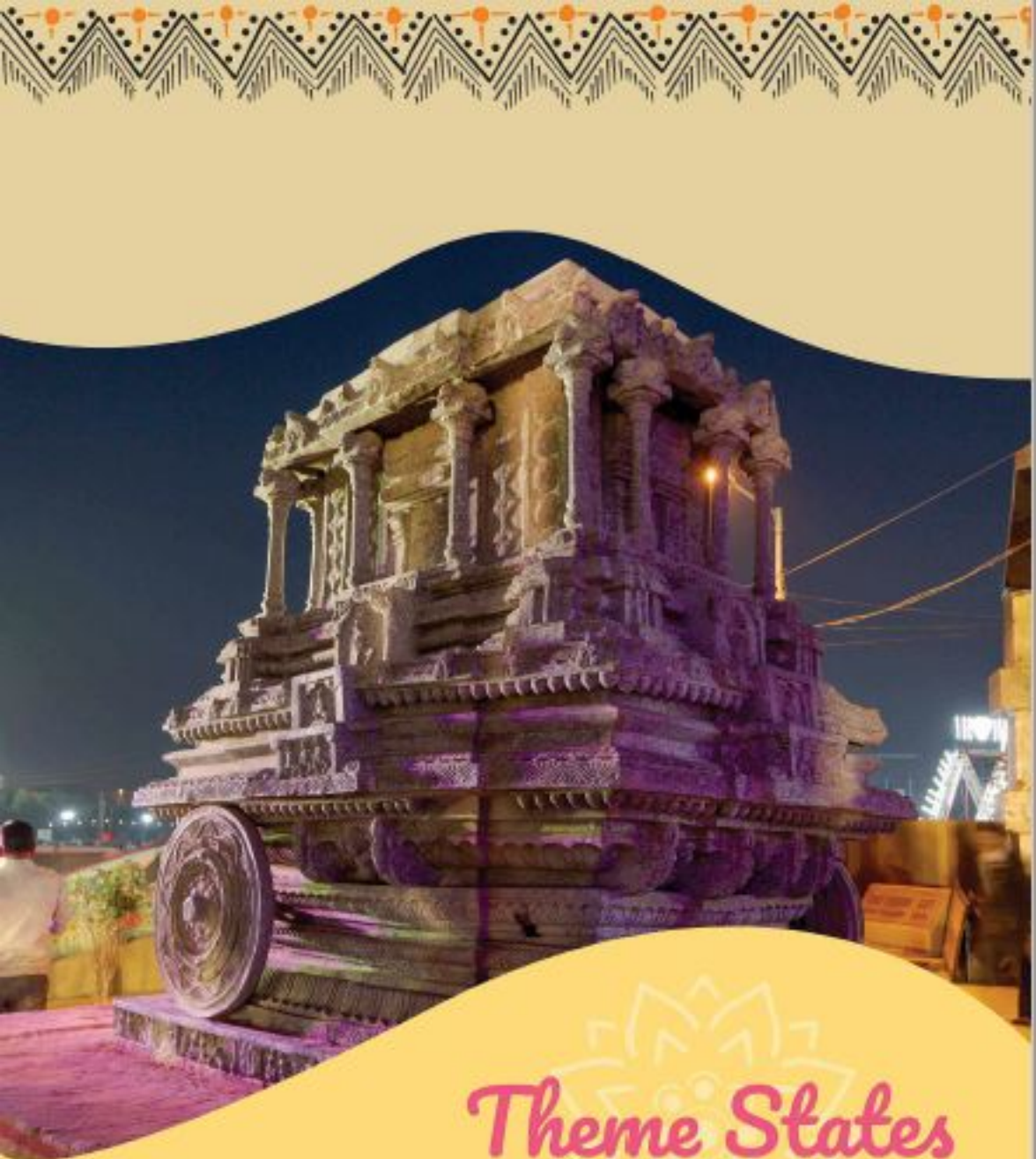
Surajkund International crafts Mela aims to revive and revitalize such vanishing folk art forms as a means of sustainable livelihood by bringing such artisans to the limelight. This very foundation and the purpose of Surajkund International Crafts Mela makes it stand apart from the other art and culture fairs. It offers an enlightening interface between the visitors and the practitioners of languishing crafts. As the patron of these fading arts and crafts, the Mela goes many steps ahead to bring visitors from all generations close to these crafts persons.

The vision is to rejuvenate the folk art forms on the verge of extinction, facilitate perpetuation of skills and make them more acceptable for present day audience.

Treasures of unheard art and craft are exhibited at the Mela. Artisans from remotest corners bring the most fascinating forms of folk creativity. Ganjappa

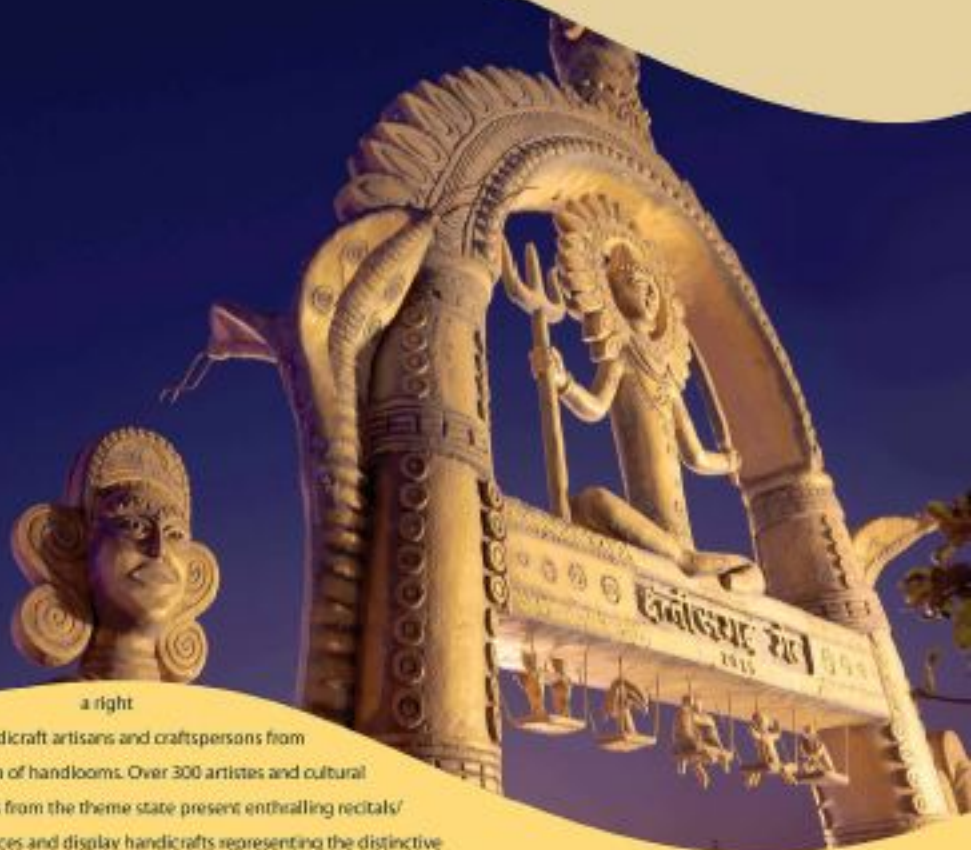
Cards made of cotton cloth with stone-base, cow dung toys, Warli Painting of Maharashtra, the mirror art from Kerala or Manipur's elegant embroidery known as Saphie Lanphee on shawls, there is a fascinating trail of tradition and art from every corner of India.





Theme States

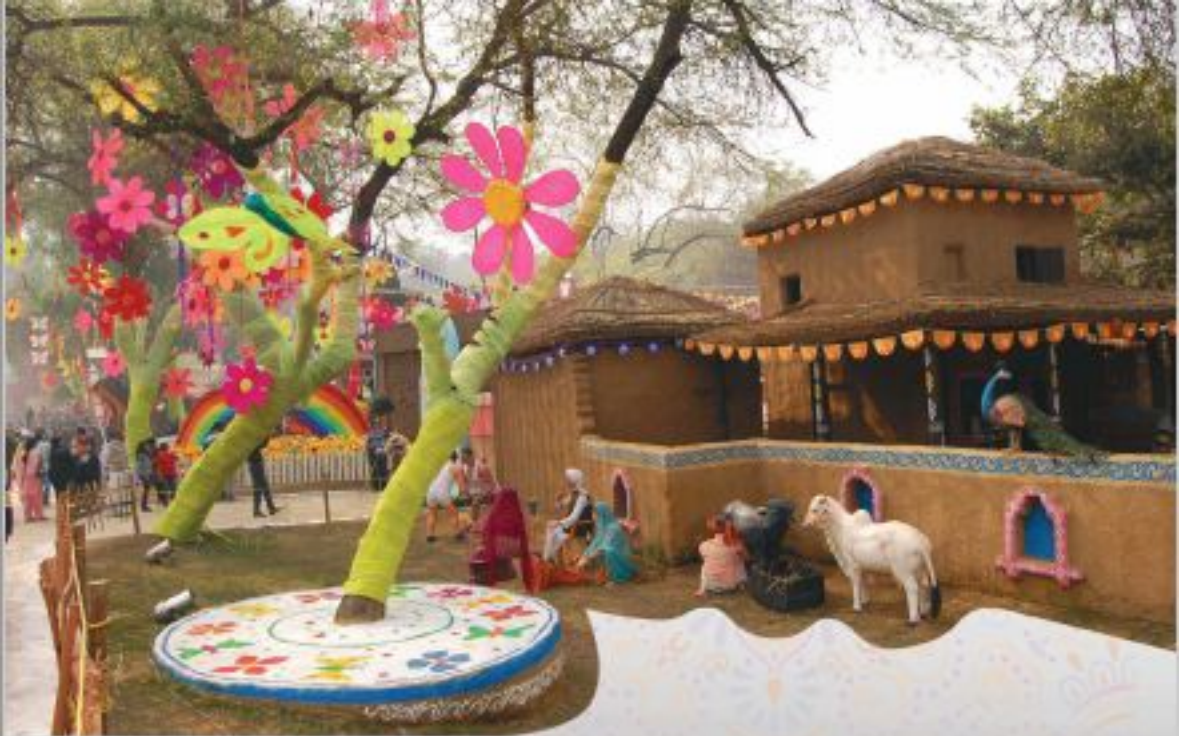
In 1989, the concept of Theme State was introduced for the first time and it has become a major high point of the Mela ever since. The concept of Theme State was conceptualized broadly with a view to promote art, craft and cuisine of every state of India with special focus being on one particular State every year. The aim is to showcase the finest folk traditions of a particular State and thereby alleviating the living standard of its artisans & folk artistes. Artists, weavers and craftsmen from the theme state are given work huts to exhibit the best of their crafts. The Theme State brings



a right

mix of handicraft artisans and craftsmen from the domain of handlooms. Over 300 artistes and cultural performers from the theme state present enthralling recitals/ performances and display handicrafts representing the distinctive traditions of the state during the entire event.

Interestingly, the Theme State gets the opportunity to decorate its allotted area in its own ethnic style. This space definitely stands out as it wears a unique ambience depicting the culture & ethos of the Theme State. The Theme State also creates a semi-permanent structure known as 'Apna Ghar' meaning 'our home' where a traditional family of the State resides for the entire fortnight of the Mela. The visitors come face-to-face with the lifestyle, social mores and customs of the people of that particular state.



The entire outlook of the Mela is designed to bring to life a rural ambience. It is envisioned and created like a village encapsulating the myriad colours of arts, crafts and traditions of India. The pathways are planned to reflect the traditional Galis (streets) of the Indian villages. Similarly the work-zones of the artisans are designed with thatched roof huts to lend an authentic rural look and feel.

As the vision was to promote the crafts of the economically weak artisans of India from far flung corners of all the States, the Mela ambience intended to mirror the rural life associated with Indian villages.

Apart from art and craft, there is a gamut of other activities tailored for the entire family.

The mela has a spirit that brings people from diverse cultures at one place and encourages a free flow of thoughts and ideas.

