



Emami Chisel Art hosts 3-day *ECA Art Fair* to showcase over 300 creations by eminent veterans and talented newbies across India

Eclectic melange of artwork made available at affordable price points under one roof

Legendary actor Soumitra Chattopadhyay, eminent artists Jogen Chowdhury, Sanatan Dinda, Wasim Kapoor and Ramananda Bandhopadhyay unveil the exhibition

Kolkata, 5th December, 2014: The 3rd edition of *ECA Art Fair*—a 3-day extravaganza running at **Emami Chisel Art** promises to be your one-stop art guide for your home with its stunning line-up of original artworks by around 80 artists. The fair presents an eclectic mélange of over 300 artworks featuring distinguished names along with many young talented upcoming artists.

ECA Art Fair was unveiled today by legendary actor **Soumitra Chattopadhyay** in the presence of eminent artists **Jogen Chowdhury, Sanatan Dinda, Wasim Kapoor** and **Ramanand Bandhopadhyay** whose creations have also been showcased here.

Swathed in vibrant hues of the festive season, the art gallery offers the visitors to snap up artworks including paintings in acrylic and oil on canvas, modern sculptures in bronze, graphics, mixed media on paper, prints and other art collectibles. Selected and compiled tastefully, prices of artworks have been kept as low as INR 500 to encourage potential art collectors, while the maximum prices go up to INR 80,000. The exhibition is on from **5th December, 2014** till **7th December, 2014** from **11 am** till **7 pm**.

“We have been hosting the *ECA Art Fair* annually for 3 years in a row now. In a short span of time it has become a must-visit for the art enthusiasts of Kolkata. In our 3rd edition this year, we are presenting the best of artistic creations by veterans as well as art newbies—all under one umbrella. And if you are planning for an artistic makeover of your house without spending a fortune, Emami Chisel Art is where you should head straight at. From artworks to sculptures and art collectibles—you will find unlimited options to sift through. Emami Chisel Art has always believed in demystifying art for the uninitiated and thereby it has converted the curious onlookers who used to be put off by exorbitant prices of art, to serious art buyers. *ECA Art Fair* is also another step towards growing the pool of art lovers.” said Ms. Richa Agarwal of Emami Chisel Art.

About Emami Chisel Art: Emami Chisel Art (ECA) is a part of the reputed Emami Group. It idealised as a full-fledged art organization from 2008 onwards, encompassing within its infrastructure two large gallery spaces, a library, archive, an art-shop (named Kanopy) and a publication section engaged in producing some of the most versatile literary and visual productions. It organizes Art & Craft Fairs where craftsmen share space with contemporary



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artists under one roof. These fairs give a unique opportunity to the mass as well as art connoisseurs to collect artworks at reasonable prices. The ECA auctions which include authenticated artworks, genuine masterpieces and rare collections from the artists themselves or from reputed art galleries and private collectors have been put through a stringent selection process before being put under the hammer. Besides the auctions, it has also organized significant curated shows reflecting the contributions made by eminent masters and upcoming talents.

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