



# HEERA COLLECTION

Reimagining India's Multifaceted Heritage

*An online art collection*

## **Press Release: for immediate release** **Paris, November 8**

Artha proudly presents the Heera Collection: Reimagining India's Multifaceted Heritage, an online exhibition celebrating the multifaceted legacy of Indian art, offering a platform for local artists whose voices have yet to reach an international stage. This collection brings together an array of traditional yet contemporary Indian artworks from the heart of India, providing a rare glimpse into the deep cultural identities and traditions of various regions. With a mission to preserve India's artistic heritage, elevate underrepresented voices, and connect global audiences to these timeless crafts, the Heera Collection offers a unique and immersive platform for art lovers worldwide.

Inspired by the unparalleled diversity and vibrancy of Indian culture, the Heera Collection pays tribute to the artists who have dedicated their lives to carrying forward traditional art forms. Reflecting India's post-independence journey and its evolving identity, rooted in a rich lineage of practices that date back to ancient civilizations, these artists represent the collective spirit and resilience of their traditions. The Heera Collection embodies India's pluralistic spirit, showcasing how art can sustain and celebrate the legacies of marginalized communities.



Mohan Prajapati, Rajasthani Man, natural colours on handmade paper. Miniature Painting. From the Heera Collection.



VM Jijulal, Ganga Mata, acrylic colours on canvas. Kerala Mural Painting. From the Heera Collection.

The collection features 22 distinctive regional styles from across India, with 41 carefully selected works, each encapsulating a different aspect and tradition of the country.

Visit [www.artha.art](http://www.artha.art) to view the exhibition and discover the artistry that defines India's multifaceted cultural identity.

Artha is committed to promoting South Asian contemporary art on a global stage, bridging cultural divides, and creating space for underrepresented voices. Through carefully curated collections, Artha highlights the artistic heritage of South Asia, ensuring its legacy resonates worldwide.

## **PRESS CONTACT**

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