

"JLF Curtain Raiser | PR NOTE

For Immediate Release

Namita Gokhale, William Dalrymple, Sanjoy K. Roy and Avid Learning proudly present the ZEE Jaipur Literature Festival 2017 Curtain Raiser in Mumbai! The evening will include a very special musical performance by Geetu Unplugged followed by a panel that explores music and poetry within the context of Literature.

The title and description of the panel are as below:

Join us for *Blowing in the Wind: Voice, Music and Lyric Poetry* with film director, poet and lyricist Gulzar in conversation with lyricist and playback singer Swanand Kirkire.

Lyric poetry creates public spaces for literature and brings together the voice and the word. Following Bob Dylan being awarded the Nobel Prize for Literature, this session will look at eminent poets and their interaction with popular music. Poetry is considered the purest form of language and combines rhythm, music and words. It is a sensory experience tying in emotion and image as well. What is the role of lyric poetry in the canon of literature? How does it shape and depict a nation's and a people's depths? There is a historical tradition behind the works of poets like Dylan: his writings are influenced by ancient poets like Homer, as well as traditional folk music and the blues.

To explore these and many more questions, do join us for this lyrical evening!

Where: Essar House, Mahalaxmi, Mumbai

When: Wednesday, 11th January '17, 6:00 PM to 8:00 PM,

Program Flow:

6:00 - 6:30 PM- Registrations and Refreshments

6:30 - 7:05 PM- Welcome and Performance

7:05 - 7:30 PM- ZEE JLF'17 Presentation

7:30 - 8:15 PM- Discussion and Q&A

8:20 – 9:30 PM- Reception

RSVP Email / Call: register@avidedu.in / +919769937710; prior registration required

Press Email / Call: Urshila Mehta on urshila.avid@gmail.com / +91 9820370893



An ESSAR Initiative



ZEE JAIPUR LITERATURE FESTIVAL 2017 MUMBAI CURTAIN RAISER

Namita Gokhale, William Dalrymple, Sanjoy K. Roy and **Avid Learning** proudly present the **ZEE Jaipur Literature Festival 2017** Curtain Raiser in Mumbai. The evening will include a very special musical performance by **Geetu Unplugged** followed by a panel, **Blowing in the Wind: Voice, Music and Lyric Poetry** with *poet and lyricist Gulzar* in conversation with *lyricist and playback singer Swanand Kirkire*. Lyric poetry creates public spaces for literature and brings together the voice and the word. This session will look at eminent poets and their interaction with popular music.

Date: Wednesday, 11th January '17
Venue: Essar House, Mahalaxmi, Mumbai
Time: 6:00 PM to 8:00 PM
 followed by a reception
RSVP: +91 9769937710 (compulsory)
avidlearning@essar.com | www.avidlearning.in

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Bios of the Panelists:

Gulzar is a poet, filmmaker, lyricist and writer. Born in Jhelum, now in Pakistan, he spent his school days in Delhi and then came to Bombay, to a celebrated career in films. The poet in him flourished simultaneously; he was closely associated with the Progressive Writers Movement. Many collections of poems, short stories and scripts have flowed from his pen. His creative repertoire also includes plays, ballets, music albums, serials as well as books for children. His works have been translated into many languages and received national and international acclaim. He is a seven-time recipient of the

prestigious National Award as well as 21 Filmfare Awards. He won the 2002 Sahitya Akademi Award for Best Urdu Writer and was conferred the Padma Bhushan in 2004. He was awarded the Oscar and Grammy 2009, Award for Best Original Song ('Jai Ho' in Slumdog Millionaire), the 27th Indira Gandhi National Integration Award in 2012, the Dada Saheb Phalke Award in 2013 as well as a degree of Doctor of Letters (Honoris Causa) from Rabindra Bharati, University of Kolkata in 2015. He is currently the chancellor of Assam University. His creative endeavour still goes on.

Swanand Kirkire is a lyricist, actor playback singer, scriptwriter and assistant director for Hindi television, films and theatre. Kirkire has written four original plays, including Ek Sapnaa, which he also directed. He has written songs for more than 50 films and is a two-time winner of the National Film Award for Best Lyrics. He received his first National Film Award in 2007 for the song 'Bande Me Tha Dum...Vande Mataram' from the film Lage Raho Munna Bhai, and the second in 2009 for 'Behti Hawaa Sa Tha Woh...' from 3 Idiots. 'Piyu Bole' featured in the 2005 movie Parineeta was nominated for a Filmfare Award for Best Lyrics while Barfi's 'Aashiyam' and 'Manjaa' from Kay Po Chhe were awarded IFFA and Life OK Screen awards.

About Partners:

About Avid Learning: Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 600 programs and connected with more than 55,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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About ZEE Jaipur Literature Festival: Described as the 'greatest literary show on Earth', the ZEE Jaipur Literature Festival is the world's largest free event of its kind. Celebrating writers from across the globe, the Festival has hosted some of the best regarded and loved names, ranging from Nobel Laureates and Man Booker Prize winners to debut writers including Amish Tripathi, Chimamanda Ngozi Adichie, Eleanor Catton, Hanif Kureishi, His Holiness the 14th Dalai Lama, Ian McEwan, J.M. Coetzee, Mohammed Hanif, Oprah Winfrey, Orhan Pamuk, Pico Iyer, Salman Rushdie, Stephen Fry, Thomas Piketty, Vikram Seth and Wole Soyinka along with renowned Indian language writers such as Girish Karnad, Gulzar, Javed Akhtar, M.T. Vasudevan Nair, Uday Prakash as well as the late Mahasweta Devi and U.R. Ananthamurthy.

Writers and Festival Directors Namita Gokhale and William Dalrymple invite authors from across the globe to take part in the five-day programme set against the backdrop of Rajasthan's stunning cultural heritage and the Diggi Palace in the state capital Jaipur. Equity and democracy run through the Festival's veins, placing some of the world's greatest minds, humanitarians, historians, politicians, business leaders, sports people and entertainers from all walks of life together on stage. This free and egalitarian access to these renowned thinkers and writers is a powerful statement in a country where access to such individuals remains the privilege of a few. The ZEE Jaipur Literature Festival provides a potentially

life-changing opportunity for audiences from Rajasthan, across India and the world to learn from and exchange ideas with contemporary literary stalwarts. In 2014, ZEE JLF spread its wings beyond the borders of India with an annual event in May in London. In 2015, it headed across the pond to Boulder, Colorado where it hosts a similar event every September.

Website: www.jaipurliteraturefestival.org

The ZEE Jaipur Literature Festival is a flagship event of Teamwork Arts, which produces over 25 highly acclaimed performing arts, visual arts and literary festivals across more than 40 cities globally, and is produced by Sanjoy K. Roy.

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