

[NEWS & EVENTS](#) > Cross-cultural collaborations in India

POSTED ON
08 JUL 2015

COUNTRIES
[INDIA](#) [UNITED KINGDOM](#)

THEMES
[ART AND ENVIRONMENT](#)
[ARTS EDUCATION](#)
[CREATIVE INDUSTRIES](#)

DISCIPLINES
[DESIGN FESTIVALS](#)

Cross-cultural collaborations in India



 [khan_market_delhi](#)

In an article for *Arts Professional*, writer and creative producer Harpreet Kaur profiles contemporary India: "With a culture hungry population and one of the fastest growing economies in the world, India is ripe for cross-cultural collaboration"

The creative industries in India are growing, with projects, festivals, events and enterprises developing daily. The Indian government does not support culture and arts development through allocated funds and there is no strategic model or arts policy being implemented at a national level (75% of people live in slums in Delhi and the arts are not quite the government's priority at present). Yet initiatives and collaborative ventures continue to pop up all over the country. Many entrepreneurs are keen to collaborate with like-minded individuals to bring their dreams to life and create space in the market for new experiences.

The young generation are hyper-consumers of digital technology and new media, hungry for new ideas, artistic self-expression, travel and individuality. The socio-economic environment they grow up in almost forces them to be entrepreneurs. What is happening in India at present is what took place in England in the 1960s, but executed differently. Design thinking is increasingly popular and is taught at university, but here creative ventures happen by partnering with sponsors or working on a range of projects simultaneously, allowing the income from one or two to feed into the artistic aims.

Read the [full article by Harpreet Kaur for Arts Professional](#), where she presents a number of innovative arts projects taking place in India and concludes:

The future looks optimistic for the arts in India, as the energy for growth and experimentation is high on the agenda of the young generation.

More from [Harpreet Kaur](#)

Similar content

POSTED ON
16 APR 2012

By people / In cities :
Kuala Lumpur | city
profile



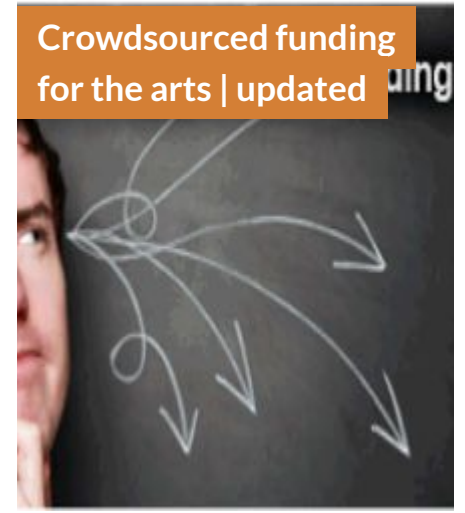
POSTED ON
21 AUG 2018

Independent Hubs:
Interview with Henry
Tan | Tentacles |
Bangkok, Thailand



POSTED ON
07 SEP 2011

Crowdsourced funding
for the arts | updated



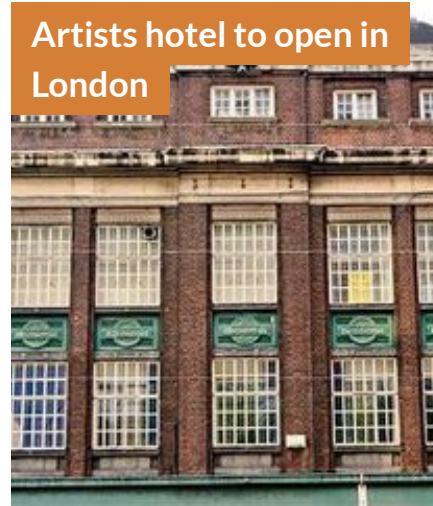
POSTED ON
06 JUN 2016

Creative Tracks
project launched - get
involved and take the
survey



POSTED ON
31 DEC 2015

Artists hotel to open in
London



POSTED ON
04 AUG 2015

By people / In cities:
Chiang Mai | city profile
part I



ABOUT ASEF

CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

[MORE ABOUT ASEF CULTURE360](#) |
[FAQ](#)



ASEMUS

Asia - Europe
Museum Network

[Browse our Network of
museums in Asia and Europe](#)