



15TH ASIAN REGIONAL CONFERENCE



Dear I.I. Member,

Namaskaram

I am Ho-Kiku A Vineetha Kumar, President of I.I. Hyderabad Chapter #250. Our Chapter has a strong fold of 52 members who represent actively in various exhibitions and demos across all the chapters internationally.

I.I. Hyd Chapter had the opportunity to host the 10th Asian Regional Conference in the year 2007 during Late Remani Nambiar's President Ship at Hyderabad. The appreciation and accolades we garnered for hosting the occasion remains permanently etched in our Chapter's history as our best endeavour and has been our crowning glory till date.

It would be an overwhelming experience to each one of us to host the 15th ARC once again in our heritage Hyderabad city and have the opportunity to hold a conference of such high calibre in our Home town.

Hyderabad is the capital city of Southern India's 29th and the youngest state in Union of India, Telangana. It is the city of smiles, of lights, of a thousand faces, endearingly called the Pearl City; Hyderabad is a fascinating panorama of the past, with a richly mixed cultural and historical tradition spanning 400 colourful years. A major centre for the technology industry and termed as the next silicon valley, the city offers a variety of tourist attractions ranging from Heritage monuments, Lakes and Parks, Gardens and Resorts, Museums to delectable cuisine and a delightful shopping experience.

With the 15th Asian Regional Conference scheduled on 9th - 12th November 2020 in our home town Hyderabad, I along with my I.I. Hyd Chapter members extend a 'Hridaya poorvaka Swagatham'- A hearty welcome, to all of you as we eagerly await to host you all in our happening Hyderabad city.

Conference itinerary follows.

The Theme and Logo we worked out for the ARC- 2020 is 'Prakriti' Laya - Rhythm of Nature.

Prakriti (also spelt prakrti) refers to a primal creative or natural force or energy of "Mother Nature". The unique oneness with Nature and the delicate rhythm and balance can be achieved only when we adapt to methods of reducing our carbon footprint by consciously reusing and recycling our natural resources. While synergizing with the spirit of nature, we have to motivate many more to follow the right way to live gently and more meaningfully.

As Ikebana artists, we are naturally inclined to resonate with the rhythms of Nature. It is imperative for us to consciously create awareness and spread the eco-friendly practices leading to healthier living for the welfare of the planet and also its inhabitants, big and small. We need to conserve and contribute to the green living practices that help conserve valuable resources like water and energy.

Recently, We added another feather in the cap to our illustrious Chapter's history by showcasing the flamboyant Indian handicrafts, along with the subtle Zen art of Japanese Ikebana. We have brought a Chapter's Coffee table book 'Kusumalankara' -- A floral adornment, commemorating the momentous milestone of our 20th Anniversary of I.I. HYD Chapter.

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The harmonious cultural symphony of Indian craft with Ikebana art with seasonally available, indigenous species of flower material from the Indian subcontinent was used in a way to not only complement and contrast but also to skilfully amalgamate intensive craft with sublime art. The antique Indian art and collectable crafts were sourced from the homes of the art Connoisseurs, Master craftsmen and award-winning artists from across the country.

The I.I. Hyderabad Chapter made a sincere attempt to revere these two aesthetically appealing ancient cultures with a visual alchemy of art and craft, to mark and celebrate the Indo-Japanese floral friendship and strengthen the bond further between the two great Nations.

This delightfully collectable book on Indian crafts with indigenous Indian floral material used to create the subtle Zen art of Ikebana is highly appreciated and won many accolades for its unique quality. This book would be available at the ARC Exhibition venue and comes to you at an attractive price of Rs 4500/-

We have also brought out a Bunjin Note Book from our Chapter with a beautiful spread out of artistic floral expressions by our Ikebana Masters. The book follows the essence of Bunjin arrangements with a strong focus on the beauty of the plant materials with a free approach to form and combination of flowers and vases. This gem of a book that carries a rich literary nuance adopted from Chinese art would be available at the venue and is priced at Rs 400/-

We truly hope these works of floral art so lovingly put together by our Chapter Members will add on to your exclusive collection of books on Art and Ikebana.

We eagerly await to host the 15th ARC -2020 and look forward towards building everlasting friendships with our warm hospitality which will help us to live up to the motto of "Friendship through Flowers " truly in letter and spirit.

Thanking you

With Warm Regards,

Ho-Kiku Vineetha Sunil Kumar

President & Conference Chairperson

I.I. Hyderabad Chapter #250

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