

# INDIA ART FAIR

28 - 31 JANUARY 2016, NEW DELHI



The INDIA ART FAIR, for its 2016 edition, has partnered with BMW and brings in a load of surprises for all art enthusiasts this January 29-31st 2016 at NSIC Grounds Okhla, New Delhi. Emerging to be South Asia's leading platform for modern and contemporary art, India Art Fair has been highly instrumental in augmenting India's Art Industry on a global pedestal.

The art spaces have been designed in collaboration with Architectural Advisors Morphogenesis, instilling a more experiential, interactive and dynamic design element to the 2016 edition of the fair. Associate Partner JSW will integrate their JSW Cement and REBAR Steel into the fair's seating and outdoor areas, whilst Presenting Partner BMW, as a part of their global cultural engagement will present the Cesar Manrique BMW 730i Art Car, reflecting the cultural and historical development of art, design and technology. To further their engagement at the fair, BMW will host India Art Fair's first ever Collectors' Lounge, creating an exclusive space for collectors to connect, share highlights and continue discussions. They will also host the IAF & BMW Annual Collectors' Dinner in support and celebration of corporate collaboration and patronage of the arts. Visitors will have the opportunity to engage more directly in design when Preview Partner Officine Panerai presents a renowned watch designer on the VIP preview day for an exclusive insight into the art of watchmaking and design, celebrating their eight year association with the fair.

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