



Report of the

# India-UK Creative Industries at 75

Project

## Project summary





# Summary report of the India-UK Creative Industries at 75 Project

“

*Dilon ke beech na deewar hai, na sarhad hai;  
dikhayi dete hain sab fasley nazar ke mujhe*

There is no border, no wall between the hearts; distance is perception.

Zafar Sahbai

The project **India-UK Creative Industries at 75: Opportunities and Challenges** engaged Indian and UK artists working in the creative industries, whilst commemorating the 75th anniversary of Indian independence. The project was organised into three strands: Screen Industries, Live Performance and Fashion. The artists from India and the UK transcended time and space, they collaborated across *sarhad* physical borders and *samay antara* time difference (zones) virtually. The artists teamed up to produce 9 short creative outputs showcasing a variety of visions and ideas. It was a nine-month short project, which took us on a journey of creative discovery and professional relationships. The ideas born from the union of artists are captivating and full of synergy. Together these artists connected beyond the borders and worked creatively across film and media, theatre, dance, arts and crafts, and fashion. The diversity and creativity of these short outputs are inspirational, and they encapsulate the spirit of art that knows no boundaries. We hope that our project inspires further such collaborations beyond all *sarhads*/borders and *deewars*/walls!





## Creative Outputs

**Our Project's 9 Creative Outputs can be accessed here:**

<https://www.bcu.ac.uk/media/research/research-groups/creative-industries/research-projects/india-uk-creative-industries-at-75/project-creative-outputs>

### Strand One - Screen Industries

This strand used the screen medium to tell some interesting stories across the borders and found connections and similarities. For example, one of these subgroups explores the issues of gender, caste, and sexuality through three short films across the UK and India. To know more, kindly click the link above.

### Strand Two - Live Performances

This strand engaged with music, dance, and poetics through the UK and Indian artists. Interestingly, despite the differences in time and space, our artists found points of connection through art. For instance, one of the creative outputs redefines the *sufi* mystical concept of *jogi-jogan* man and woman mendicant, traditionally imbued in romanticism. Through their creative output, the artists reinterpret and transcend the gender binaries of this mystical concept.

### Strand Three - Fashion Industry

This strand explored fashion connections across India-UK borders. The subgroups delved into a range of subjects from the revival and conservation of lesser-known arts and *karigars*, to eco-friendly local dyes, to tattoos. One of the subgroups explored the art of tattooing across the borders. They found out that tattoos are more than just simple fashion as tattoos are linked to identity, heritage and history in India and the Indian diaspora in the UK.







## Creative Industries

What are the creative industries, creative economy, or even the orange economy? These industries engage with arts and artists from a wide range of disciplines such as film, media, advertising, crafts, music, radio and TV, video games and much more. Are you interested in finding out more? Perhaps, you might be interested in a career in the creative industries? For some further inspiration, please have a look at the work and profiles of a few of our creatives and artists below:

1. [Mala Sinha](#)
2. [Raveeta Banger](#)
3. [Manzil Mystics](#)
4. [Saurav Sharma](#)
5. [Sangini Kumar](#)
6. [Lotus Visual Productions](#)

Details of all our artists who took part in our project from its inception can be found at:

<https://www.bcu.ac.uk/media/research/research-groups/creative-industries/research-projects/india-uk-creative-industries-at-75/meet-the-team>

Report designed by [Nick Drew Design](#)

