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The art facilitator

By Chetana Divya Vasudev | ENS - BANGALORE |

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I am not an artist. I used to attend art classes as a child, but then I discontinued," says Uzma Irfan, the brain behind Art Bengaluru, an exclusive event that is designed to showcase various types of art forms including 'Wall Art' (fine art, paintings, illustrations and photographs) and 'Stand-alone Art' (sculpture, installations and product design). Its fourth edition drew to a close a week ago.

In 2009, when Uzma organised her first art show, she realised that she was indeed still passionate about art - not as an artist or collector but as a facilitator between the two.

"Everyone knows about established artists but what about the upcoming ones?" she says. Her search for an answer resulted in her launching Sublime Galleria in UB City, in 2010. Through the art gallery, Uzma began providing a platform to promising artists, sometimes even 'mentoring' them on making their art more saleable.

Handling the creative aspect of the operations of a leading Bangalore properties development firm has probably aided Uzma in her role as an enabler in the field of art as well. "I organise brand events for Prestige, so I think this just came naturally to me," she tells City Express. Though she admits that currently she is required to "don too many hats", she enjoys it all - from identifying clients to working on their feedback to making the experience better for those who follow art.

Uzma's ability to tell what's hot on the art scene has also helped make the two 'Luxury Art Auctions', she organises every year, a success.

Uzma prefers to keep her personal favourites in the art world private. She says, "I don't have a favourite. Over the last four years, I have seen people using junk to digital as media to create art and I respect every form. But yes, I do favour bright colours."