

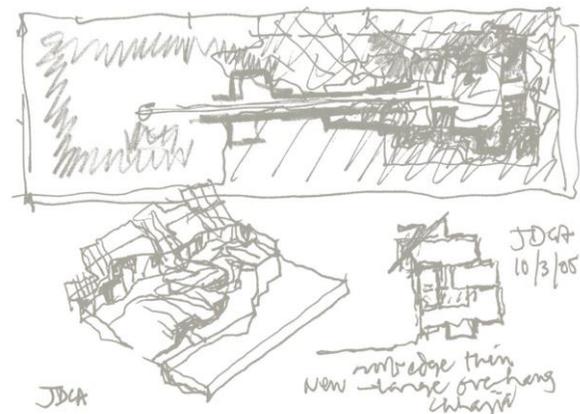


JDCA

JD Centre of Art

www.jdcentreofart.org

JD Centre of Art: An Overview



- JD Centre of Art (JDCA) in Odisha, aims to preserve, promote and exhibit - folk, tribal, classical and contemporary visual art all under one roof.
- Jatin Das, an eminent artist and Padma Bhushan awardee, conceived the Centre.
- The building is designed by renowned architect, B V Doshi; the only Indian recipient of the prestigious international architectural award, The Pritzker Prize.
- JDCA is being built on a one-acre site allotted by the Govt. of Odisha. It is located in Bhubaneswar, across the the 2nd Cent. BC. Khandagiri Caves.



JDCA site model

- JDCA is a member of the International Council of Museums (ICOM) - the world's largest museum network and a member of the Asia-Europe Museums Network (ASEMUS).
- JDCA partnered with Google Cultural Institution, to bring their collection online.
- The Centre is also a member of the Indian Green Building Council (IGBC).
- It aims to be a dynamic international cultural hub, without boundaries and accessible to all. It will have a vast and intentionally curated collection alongside diverse programming, including community outreach projects.
- Sustainable and universal design has been considered from inception. The creation of renewable energy, passive cooling methodologies, green buffers, rain-water harvesting and waste management have been incorporated into the building design.
- Creation of art education for children and youth from diverse backgrounds, through master classes, workshops, and hands-on educational modules are being planned.
- JDCA has been working towards inculcating an appreciation for art and culture and providing opportunities for learning across all ages.

Jatin Das, Artist
Founder Chairman, JD Centre of Art

Jatin Das is an artist, teacher and cultural expert. Born in 1941 in Odisha, Das at 17 went to study at Sir JJ School of Art, Bombay.

Since then, Das has held over 81 one-man shows. He has participated in numerous exhibitions, biennales and artist camps nationally and internationally including the Venice and Tokyo Biennale. His works are primarily in oil, watercolour, ink and conté. He has also done several sculptures, graphics, murals and installations.

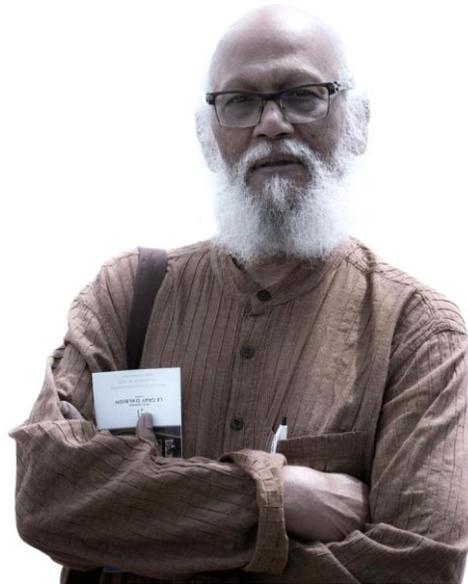
In 2012 he was conferred the Padma Bhushan, one of the highest civilian awards in India, and presented by the President of India. He has also been awarded the D. Litt. by various universities including Rabindra Bharti University in Kolkata. His works have been featured in several public and private collections and auction houses.

Das's commitment to preserving the arts and crafts led him to set up the JD Centre of Art.

Many eminent people from across creative professions and civil society, from India and beyond have joined him as Trustees and Advisors to the JDCA.

These include former Foreign Secretary of India, Amb. Lalit Mansingh; former Culture Secretary of India and writer Sitakant Mahapatra; founder-director of the Central Institute of Indian Languages, Debi Prasanna Pattanayak; photographer Raghu Rai; art curator and academic, Deborah Swallow and actor-filmmaker Nandita Das, to name a few.

Together, they envision a living and inclusive space for the arts and art practitioners.



The Journey of India: Mohenjodaro to Mahatma Gandhi, Mural in the Parliament of India, New Delhi, 2001, commissioned by the Govt. of India to celebrate India's 50th anniversary of Independence



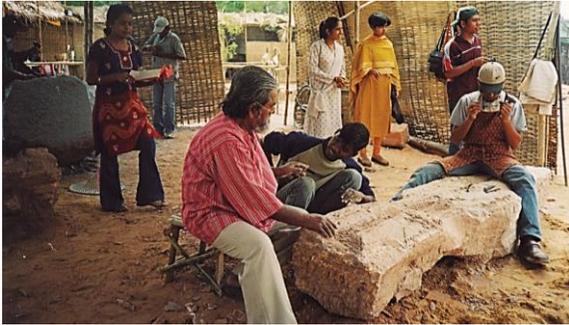


Vision of JDCA

- Preservation and conservation of the visual arts.
- Making art accessible to all.
- Creating awareness and appreciation for the arts and crafts.
- Sustaining livelihood for artists and craft communities.
- Bringing together traditional and contemporary art.
- Creating synergies between educational institutions and art practitioners.
- Introducing art education from an early age through modules, workshops, and master classes.
- Providing artists' residencies to enable the exchange of ideas and creative art practices.
- Impacting cultural tourism and employment.

Location in Bhubaneswar





Programmes and Activities

- **Meet the Artist** Programme has been held since 2001 - on every 2nd Saturday of the month, 272 till date. During COVID we moved to a virtual space, enabling speakers and audiences outside of Bhubaneswar to join.
- **Film Festival on Art & Artists** has been held since 2006. 13 editions of this unique Festival have been held. By the 11th edition, we included International films with the help of 14 foreign missions. From 2025, this festival will be renewed as a biennale, to be held on the premises.
- **Workshops and Seminars** have been held over the years, some of these include, a national sculptors' and a potters' camp; a national seminar on conservation; a workshop for traditional stone artisans; filmmaking workshops, and lecture demonstrations by craftspeople.
- **International Internships** for students of visual arts, art history, anthropology, museology, art conservation, communication and industrial design as well as architecture.
- **Publications on Art** including books, posters and catalogues on traditional arts and crafts, tribes of Odisha and the *Pankha* collections have been brought out. More are in the offing.
- **Archiving, Conservation and Documentation** of the art and craft objects is an ongoing activity due to the quantum of objects in the collection.



Pankhas

JDCA has more than 5,000 *Pankhas* (hand fans). Since 2004, selected pieces from the collection have been exhibited across the country and the world.

Locations

- Indira Gandhi National Centre for the Arts, New Delhi, India, 2018
- Kennedy Art Center, Washington D.C., USA, 2011
- Museum Rietberg, Zurich, Switzerland, 2005
- Victoria Memorial Hall, Kolkata, India, 2005
- Salarjung Museum, Hyderabad, India, 2005
- The Fan Museum, London, United Kingdom, 2004
- National Art Gallery, Kuala Lumpur, Malaysia, 2004
- National Museum, Manila, Philippines, 2004
- Craft Museum, New Delhi, India, 2004

Collaterals

- Publications and souvenirs on *Pankha*
- The Government of India's Postal Dept. released 16 *Pankha* stamps from the collection and commemorative First-day covers in 2017
- *Pankha* Poems published by Sahitya Kala Akademi
- Short films on the tradition of making hand fans





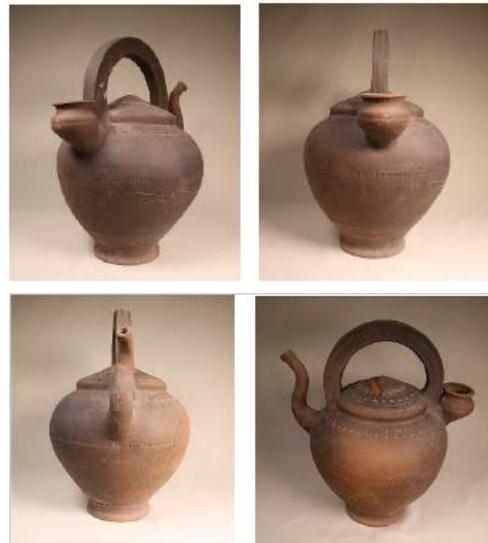
Documentation, Archiving and Conservation of the Collection

- Documenting as per international cataloguing standards
- Basic preventive conservation
- High-quality photographic documentation
- Professionally stored in inert, non-reactive packaging materials like acid-free paper and food-grade boxes.
- Detailed digitisation of the database

JDCA archiving and storage has been supported by:

- Pheroza Godrej
- Kiran Mazumdar-Shaw, Biocon
- Natco Pharma

Preventive conservation for manuscripts and textiles.

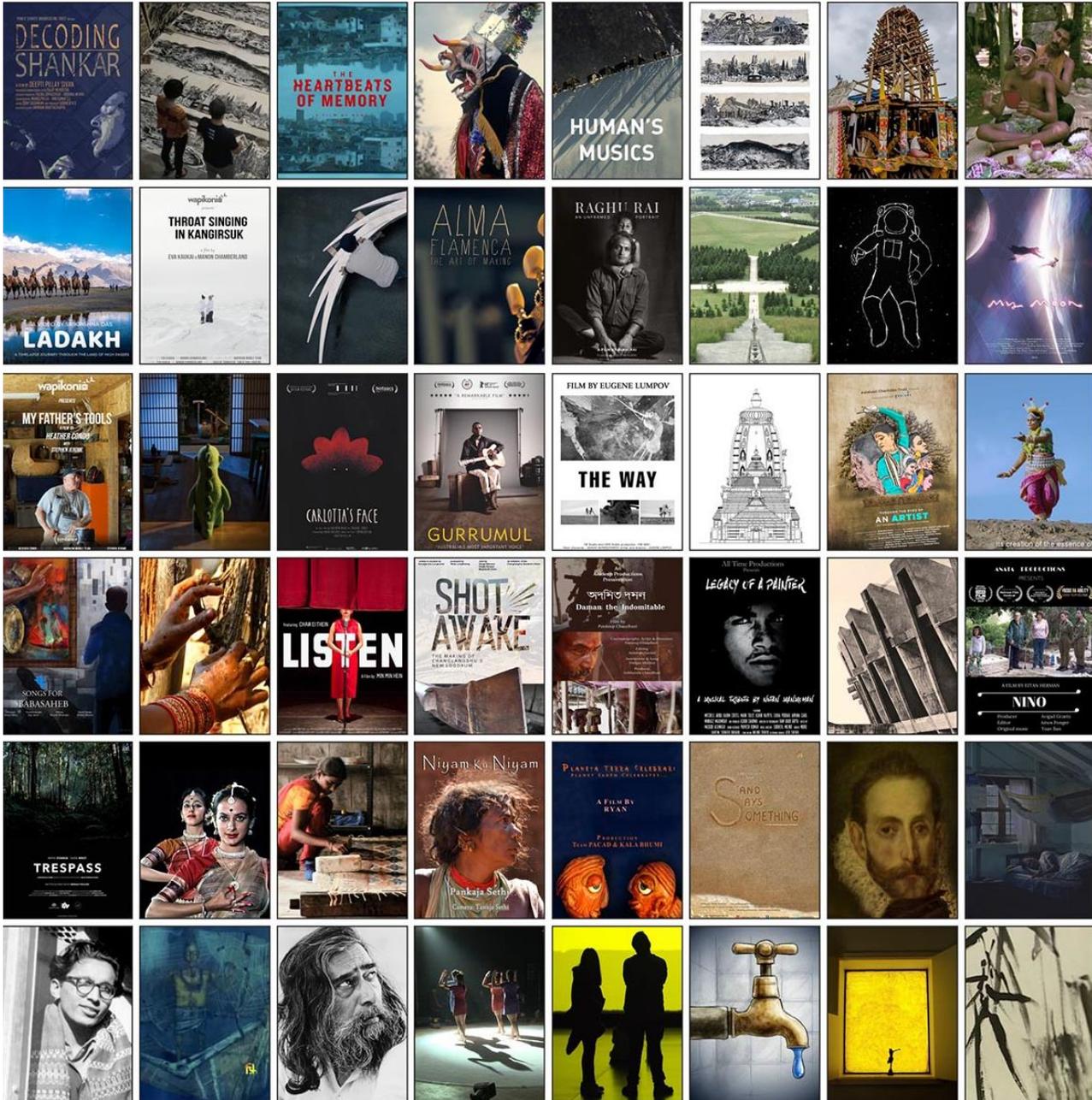


Art Storage

JDCA Storage in Bhubaneswar at the site with non-reactive packaging materials like acid-free paper and food-grade boxes.

Archiving and Conservation of the Collection

JDCA has documented, professionally photographed, underwent preventive conservation and archived a part of collections.



**Films on Art
Annual Film Festival on Art & Artists**

JDCA has more than 2,000 films on the art in the broader sense, spans the genres of Visual Arts, Performing Arts, Traditional Arts and Crafts, Design & Architecture, Communities and Cultures and Animation.

A selection of films were screened at the JDCA's Film Festival on Art & Artists since 2006.

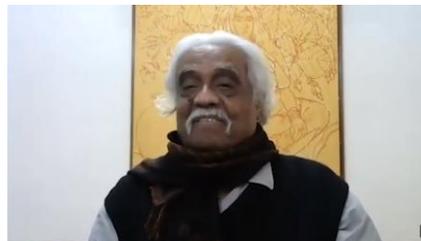


Monthly Meet the Artists (MTA) Programme

MTA is a permanent programme of JDCA, where invited artists, architects, photographers, craft persons and/or art scholars – all share their work, experiences, and insights through an illustrated talk. This is to create greater awareness and sensitivity to the arts.

Since 2001, 272 such sessions have taken place on the second Saturday of every month. Currently, our sessions are being held online.

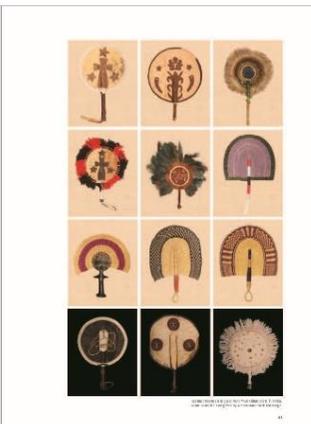
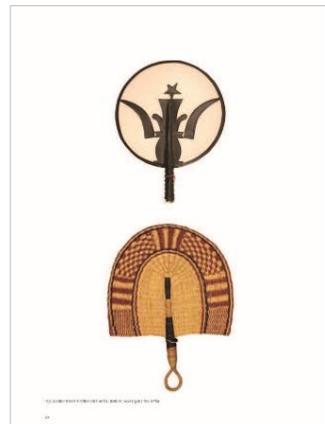
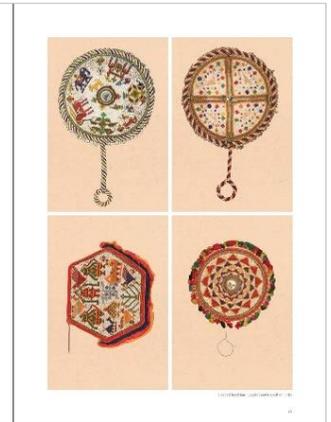
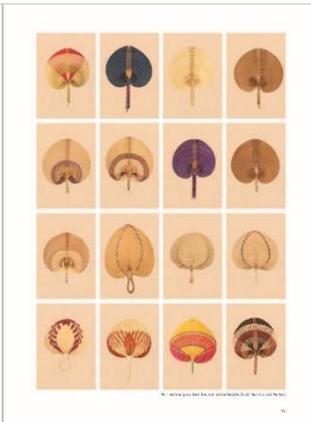
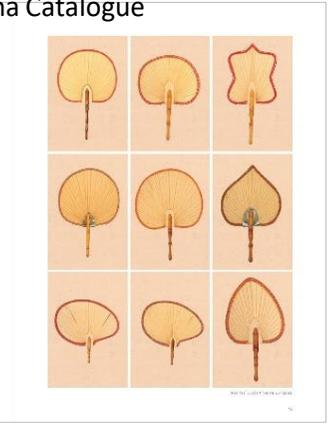
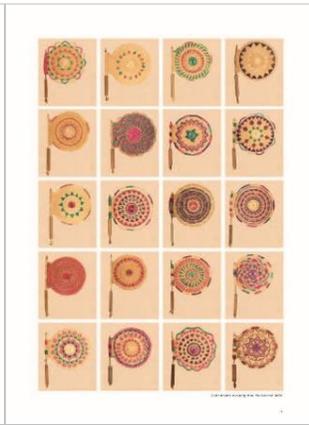
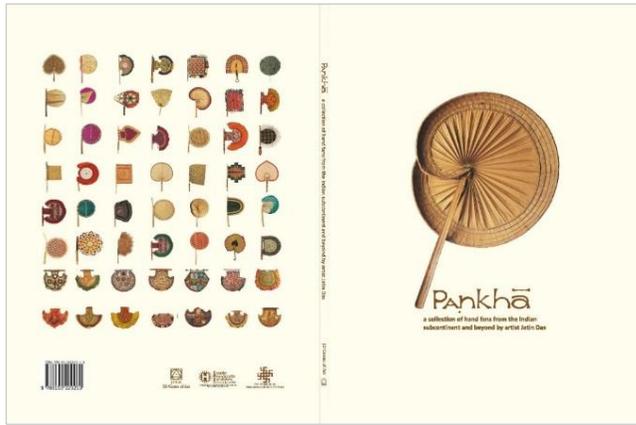
The MTA is on Zoom and can be [watched on YouTube](#) at 5 pm, every second Saturday of the month.



From Left to Right

- Dr. Deborah Swallow, Director, Courtauld Institute of Art, London
- Dr. Johannes Beltz, Deputy Director, Museum Rietberg, Zurich
- Late A Ramchandran, Artist, India
- Adwaita Gadanayak, Director-General NGMA, India
- Late BV Doshi, Architect, India
- Laila Tyabji, Craft expert, India
- Krishen Khanna, Artist, India
- Raghu Rai, Photographer, India
- Anjani Kumar Singh - Founder Bihar Museum, India

Publications: Pankha Catalogue





Relief work, COVID-19

Odisha has an incredible cultural repository and yet, it is one of the most vulnerable states in the country. The lockdown during the COVID-19 pandemic had a tragic impact on many craft communities.

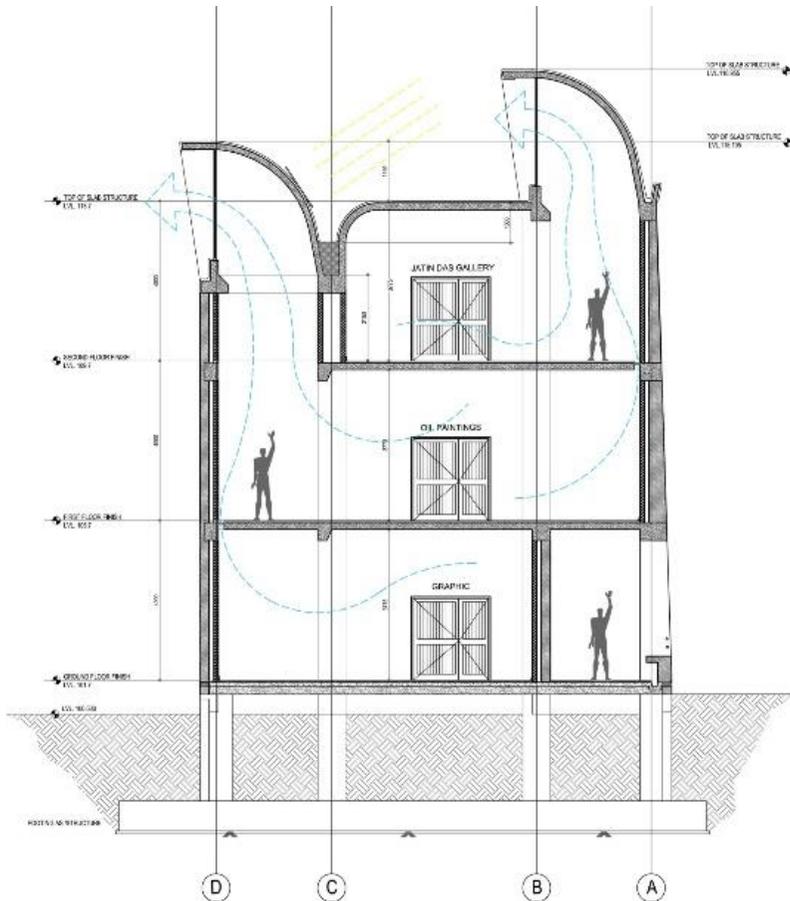
In those trying times, JDCA took the lead in bringing together more than 40 craft-based organisations and individuals, that worked with over 20,000 traditional craft families, to provide ration relief. It also partnered with other donors to provide relief to adversely affected masters of traditional art and craft.

Between May and September 2020, JDCA reached out to more than 2,500 craft families across 14 districts of Odisha to provide relief ration kits.

This was made possible with the support of NGOs and philanthropic organisations such as Goonj, Industree, Sumanasa and Bhuvana Foundation.

Sustainable Building Design

- Thermal mass assessment of the building by a leading physicist from Oxford University, UK. This enabled JDCA to come up with a strategy to ensure the building is conducive to its hot, humid and wet climatic conditions.
- Double walls with air-cavity to provide better insulation from heat and humidity.
- Skylights in the upper galleries for natural light.
- Convection air movement inside the building is enabled by creating floor cut-outs in the slabs and double-height spaces.
- Air curtains are placed at entrances to minimise temperature changes, dust, and insects.
- Roof-top solar panels for renewable energy creation.
- Low VOC paint to reduce the emission of harmful emissions.
- Tree plantation to create a green buffer.
- Waste-water treatment plant to treat all sewage waste.



Skylights with curved roof brings in natural light for the upper galleries.

Air movement inside the building is stimulated by creating floor cut-outs in the slabs and double height spaces.

Site Visualisation of the Constructed Building



JDCA construction has been supported largely by:

- Govt. of India, Ministry of Culture
- Govt of Odisha
- Atha Group
- Jatin Das and family

Please click the [link](#) to see the JDCA overview video.

Spatial planning of Block 1 and 2

Block 1

Roof Terrace

- Photovoltaic panels and watertanks

Second Floor

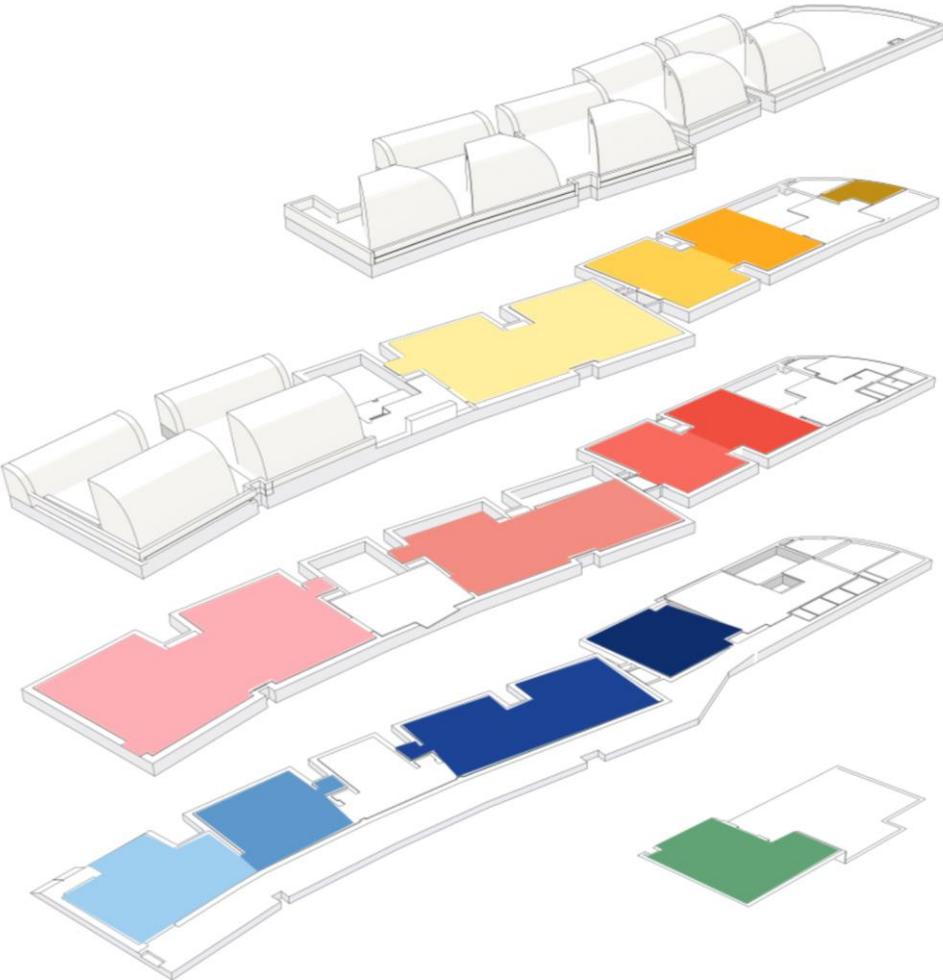
- Modern Art Gallery 3
- Modern Art Gallery 4

First Floor

- Modern Art Gallery 1
- Modern Art Gallery 2

Ground Floor

- Reception
- Temporary Exhibitions Gallery
- Traditional Art & Crafts



Block 2

Second Floor

- Art Residency
- Art Residency

First Floor

- Museum Office
- Art Storage and Conservation

Ground Floor

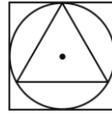
- Traditional Art & Crafts
- Building Services and Washrooms

Basement

- Storage and Conservation Cell
- Building Services

Building Visualisation, Block 1
The visualisation of galleries of the Art Centre





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