

Embassy of India

Mexico City

Press Release

**INDIA TO PARTICIPATE AS THE GUEST OF HONOUR COUNTRY AT
THE 46TH CERVANTINO INTERNATIONAL FESTIVAL IN MEXICO**

India will be participating as the 'Guest of Honour' Country at the 46th edition of the Cervantino International Festival to be held in Guanajuato, Mexico from 10-28 October 2018. The Cervantino Festival is the biggest and most prestigious cultural festival in the Latin American region and ranks among the top four festivals globally. The Festival, named after great Spanish writer Miguel de Cervantes, takes place in Guanajuato, a World Heritage City, annually. This year, more than 30 countries are participating. Though India has been participating regularly in this Festival since 1979, this is the first time that it has been accorded the 'Guest of Honor' status at this mega event.

2. The Indian Council for Cultural Relations (ICCR) is proud to be associated as the co-partner with Cervantino International Festival. ICCR is supporting the participation of ten performing groups from India. The objective is to present a kaleidoscope of India's vibrant and diverse culture. The range of performances includes dance, music, theatre and puppetry, each ranging in style from classical and folk to the contemporary. In the dance category, the participating groups are The Danceworx (contemporary), Malavika Sarukkai Group (Bharatanatyam) and Manipuri Jagoi Marup Group (Manipuri). Ustad Shahid Parvez Khan (Sitar), Rashmi Agarwal (Sufi and devotional), Ozone Raaga (fusion) and Samandar Khan Manganiar (Rajasthani folk) are participating under music category. Adishakti, Meher the Troupe and The Margi are the ones participating in the theatre category. The Margi will be presenting *Don Quixote*, an India-Spain co-production, in Kathakali style. The Festival would begin on the 10th October at the historic plaza in Guanajuato and before an 8,000 strong audience with the inaugural musical *A Passage to Bollywood* choreographed by Ashley Lobo, The Danceworx. For the concluding show, The Dhol Drummers of Rajasthan has been invited especially by the Festival. The Dhol Drummers is an internationally recognized group of

percussionists who will be entertaining with foot tapping beats and rhythm of folk music of Rajasthan.

3. Apart from a variety of performing arts, the Festival also consists of food festival, Film shows of popular Hindi films, Yoga demonstrations, exhibitions, workshops and conferences. An Indian Food Festival *Tierra de Especias (The Land of Spices)* will be held during 4-21 October at Hotel Presidente Intercontinental, Mexico City in collaboration with India Tourism Development Corporation (ITDC). Exhibitions on Indian textiles, dolls and photographs are programmed as part of the Festival. A photography exhibition by Amit Pasricha, a professional photographer of international repute, will bring the India to life through the images captured by the photographer's lens. Workshops on Yoga and lecture-demonstrations on Indian classical dances by the teachers of the Gurudev Tagore Indian Cultural Center form a part of the Festival. In order to promote Brand India, a House of India (Casa de la India) has been set up with the help of Indian business establishments at a prominent plaza where people can buy Indian products such as food, garments, handicrafts and furniture. *El Financiero*, the leading Mexican daily, is bringing out a Special Supplement to commemorate growing India-Mexico friendship and cooperation.

4. As a tribute to the people of Guanajuato, a World Heritage City, the ICCR has agreed to donate a bust of Mahatma Gandhi, sculpted by Ram Sutar, to the Municipality of Guanajuato. This will be installed in commemoration of the 150th Birth Anniversary of Mahatma Gandhi next year.

5. With **110 Indian events** in **33 cities/towns** of Mexico with participation of **125 artistes** from India, this would be the biggest Indian cultural extravaganza in the Latin American region. India's cultural presence in Mexico would be further strengthened next year through the International Book Fair Guadalajara, where India, once again, would have the privilege to participate as the 'Guest of Honour' country.

Mexico City: 27 September 2018