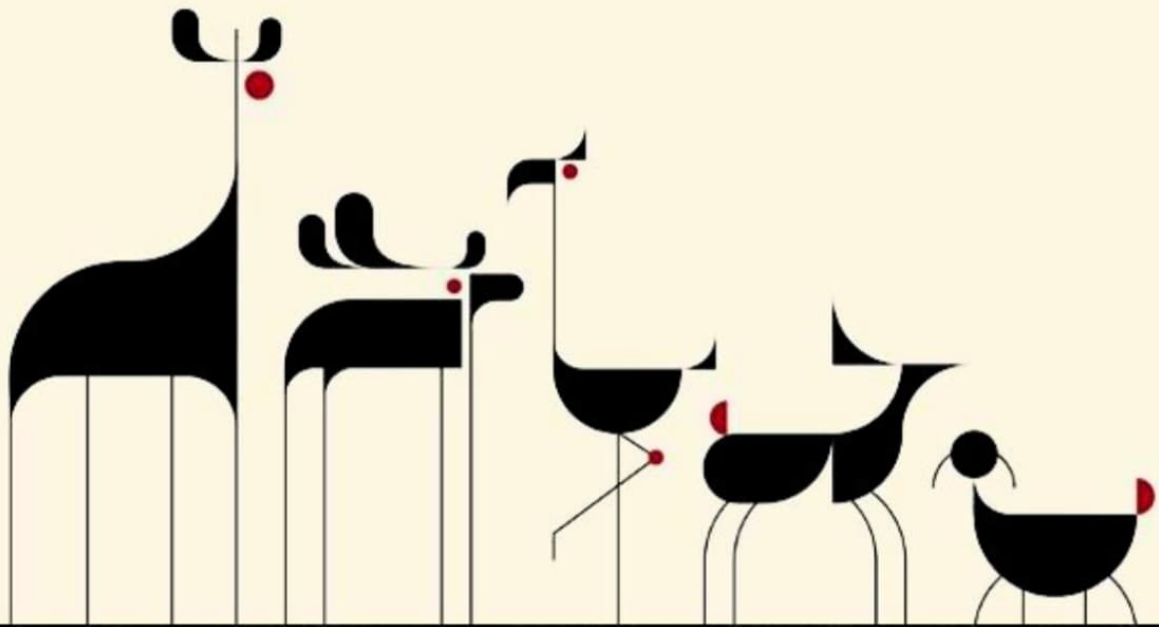




KRITI 5.0

ART FESTIVAL OF IEST, SHIBPUR



PRESENTED BY

Society for Creative Arts
and Green Environment
[17th-19th Jan, 2025]



IEST SHIBPUR, ESTD. 2013

20th-century art movement that emerged in response to the absurdities of World War I. Originating in rejected traditional aesthetics through chaos and anarchy. Key figures like Marcel Duchamp and Tristan Tzara used unconventional materials and humor to critique society, prioritizing spontaneity over logic. Dadaism inspired later movements like Surrealism and Abstract Expressionism, inspiring contemporary artists to challenge and expand creative boundaries.

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ABOUT KRITI

Get ready to immerse yourself in a whirlwind of art, craft, and creativity at KRITI - The Annual Art festival of Indian Institute of Engineering Science and Technology, Shibpur (IIEST, Shibpur), organized by the Society for Creative Arts and Green Environment (SCAGE). Returning with its 5th edition from January 17-19, 2025, this vibrant three-day festival promises an unforgettable experience for art enthusiasts, innovators, and eco-conscious minds alike.

KRITI 2025 is more than just an art fest; it's a celebration of expression and sustainability. With an exciting lineup of creative workshops, live art showcases, and unique events, the fest offers something for everyone. Don't miss the crowd-favorite Scrapyard, where innovation meets upcycling, and participants transform waste materials into stunning art pieces.

Whether you're a budding artist, a craft enthusiast, or just looking for some fun, KRITI 2025 is your chance to explore, create, and connect with like-minded individuals.

Join us in celebrating the beauty of art and the power of sustainability at KRITI 2025. Mark your calendars and be a part of this inspiring journey!



ABOUT IIEST, SHIBPUR

The Indian Institute of Engineering Science and Technology (IIEST), Shibpur is the second-oldest engineering college in India by graduation year and the third-oldest by establishment. It is an Institute of National Importance that is known for its nationwide significance. IIEST Shibpur is a rich source of history to India ever since its inception in the year 1856. Situated right across the bustling metropolitan city of Kolkata the college attracts students from all over the country.

IIEST Shibpur is an autonomous body under the Ministry of Education, Government of India and is affiliated with the Council of National Institutes of Technology, Science Education and Research. The faculty members of IIEST Shibpur are all members of several academic and advisory boards who are endowed with honorary achievements. Originally known as Bengal Engineering College, this college has 16 departments, 8 schools, over 250 faculty members, and a student body exceeding 4,000, the institute has a rich legacy of academic and research excellence.

Today, IIEST, Shibpur, aspires to be a global leader in multidisciplinary research, fostering innovative technologies that address societal challenges and contribute to India's development. Its mission encompasses creating and disseminating knowledge, producing world-class professionals equipped with the latest technologies, and spearheading advancements for a better future.

ABOUT SCAGE

The Society for Creative Arts and Green Environment (SCAGE) operates under the Center for Creative Expression at The Indian Institute of Engineering Science and Technology, Shibpur (IIEST Shibpur). Founded in 2015 by Mr. Ayan Roy, a notable alumnus from the Department of Architecture, Town and Regional Planning, SCAGE fosters creativity, graphic arts, and environmental sustainability to improve campus life.

SCAGE's first work, a graffiti titled The Evolution, was inaugurated on 11th September 2015 by the Governor of Tripura, Prof. Tathagata Roy, with the Director, Prof. Ajoy Kumar Ray, and mentor, Prof. Aditya Bandyopadhyay.

The Society organizes events like KRITI, Kolkata's one of the largest art fest, MURAL PAINTING -a vibrant creation turned to reality, ESPION - a mystery hunt for freshers, LUMOS - a theme based rangoli competition during Diwali, DE-IMPRESSION - an art event to celebrate mental health week and the list goes on. Additionally, SCAGE promotes environmental sustainability through tree plantations, eco-workshops, and awareness campaigns. And in these ways SCAGE continue to inspire creativity and ecological awareness on campus.





Eco-Vision

Explore innovative solutions for a greener future in this presentation competition. Present ideas that tackle climate change, promote renewable energy, and advance eco-friendly practices to inspire positive change for a sustainable world. This competition will feature judges to evaluate your presentations, so bring your best ideas to the table.

Mud and Masterpiece

A hands-on workshop where creativity meets clay! Mold and sculpt your ideas into artwork, then bring them to life with vibrant colors. No experience needed—just your imagination and a desire to create something unique.

Graffiti Groove

Step into the world of street art and transform blank walls into bold, expressive murals. Whether you're a beginner or seasoned artist, this event is your chance to experiment with spray paint, stencils, and designs in a creative, collaborative environment.

Enigma Escape

In Enigma Escape, teams will be locked up in different themed rooms filled with puzzles, clues, and challenges. Work together to solve the mysteries and unlock hidden secrets before time runs out. It's an immersive adventure that's all about teamwork, creativity, and fun!

Fragmented Fantasies

Join us at the Mosaic Art Booth for a three-day creative journey! Students will work together to craft an impactful visionary art piece. By filling each box with a designated color, contribute to Kriti's unified cause, where every individual section plays a vital role in the larger vision.

Mindful Meadows

Discover the therapeutic power of sketching in this outdoor session focused on mental health with Dr. Khokon Raut. Use art to express emotions, relieve stress, all while learning sketching techniques to translate your thoughts onto paper.

Art of Odyssey

Immerse yourself in a world of color and creativity at the Art Exhibition. Explore a diverse collection of paintings, sketches, digital art, and mixed media, each telling a unique story. It's a space for inspiration, reflection, and connection through the power of artistic expression.

Picture Perfect

Picture Perfect is a documentary film screening that showcases powerful stories of individuals and movements that have shaped the world through creativity and vision. This event inspires students to think boldly, challenge the status quo, and tap into their own potential to create meaningful impact. Join us for an inspiring cinematic journey celebrating innovation, determination, and the power of creative expression!

Rust to Riches

Welcome to the world of sustainable creativity, and transform discarded materials into unique works of art. Re-use everyday items to create something functional, unique or abstract.

The challenge is to think outside the box and see the potential in materials often overlooked. Embrace creativity and innovation as you give new life to what others might consider waste!



The Little Doodle Shop

This interactive art exchange fosters creativity, connection, and mutual inspiration. It's not just about swapping drawings; it's about celebrating individual expression and appreciating diverse perspectives. Each piece on the wall tells a unique story, reflecting emotions and ideas. Whether you're a seasoned artist or a doodler, this booth reminds us that art is a universal language that unites. Share your creativity, leave your mark, and be inspired by the vibrant community around you!



Voug-e-Bella

Participants are challenged to design and craft a unique fashion piece that reflects their personal style and creativity. Designers get to showcase their creations on the runway. This event celebrates the fusion of artistry and fashion, offering a platform for innovation, self-expression, and a chance to win the title of ultimate fashion designer.



BEing-Artistic

a Seminar on Indian Cultural Heritage

Join us for an enriching and inspiring art seminar featuring Dr. Khokon Raut, a renowned expert in painting, oil painting restoration, Bengali art history. With years of experience in preserving and interpreting India's rich artistic traditions, he will share profound insights on the past, present, and future of India's art heritage.

WHY SPONSOR US ?

Sponsoring KRITI, our annual art festival, offers an unparalleled opportunity to showcase your brand to a diverse and vibrant audience of students, faculty, alumni, and visitors. With extensive on-campus visibility, digital promotions, and event-day branding, your company will gain significant exposure. Aligning with KRITI highlights your commitment to fostering creativity, culture, and education, enhancing your corporate image. Additionally, our sponsorship packages provide tailored branding opportunities to maximize your return on investment. By partnering with us, you not only support a celebration of talent and innovation but also connect with future leaders and influential professionals, ensuring a lasting impact for your brand.

SPONSORSHIP TIERS

Title Sponsor	₹ 50,000
Event Sponsor	₹ 20,000
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Media Partner	₹ 30,000
Stalls	₹ 8,000



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SCAGE

