



GALLERY CHEMOULD

FIRST FLOOR . JEHANGIR ART GALLERY . FORT . BOMBAY . 1 . TELEPHONE . 252897

October 25, 1967.

My dear Raza and Jannie,

I have your letter from Gorbio, written on the 9th inst. In the meanwhile, you will have received my letter written to you after Hebbbar's return. I was delighted to have the catalogue that you sent. I hope by the time this reaches you, your foot is alright and you are your usual energetic self again.

I was glad to hear of the successful show you and Jannie had in Saint Paul de Vence and Nice.

Yes, it will be a privilege for us to present both yours and Jannie's exhibition in Bombay and Delhi. Your commitments with Gallery Lara Vincy are not known to me. It is difficult to settle about the commission. All I can say is that I would consider your exhibition as a special case and not apply the normal conditions. We can take on the reservation and rent of the galleries, catalogues, invitations, postage and despatch. The frames are normally on artist's account. What we can do in your case is to mark up the price of the painting to include the cost of the frame and endeavour to recover it accordingly. If we have good volume of sales, then transport and insurance charges do not become a problem and can be taken care of within the commission amount. I hope you will understand that it becomes difficult to make a commitment about the quantum of commission, as it is dependant on so many other related factors.

Re. Place of Exhibition: As mentioned in my earlier letter, I have made endeavours to obtain the Taj Gallery. I shall continue to make the necessary effort to obtain the right place, both for your paintings and Jannie's. I expect that by the time you are here, there will be some major changes in the Jehangir Art Gallery situation and it is my wish that yours and Jannie's show will be held there in a re-designed atmosphere and, of course, minus soli!

Re: Catalogue: Here again, I would like to assure you that we will endeavour to give you the maximum co-operation to produce the kind of catalogue that you desire. It would perhaps be better for you to ask a French critic to do the write-up. Of course, the person most suited to you in India would be Rudy.

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Presently we are having an exhibition of Homi Patel, which will be followed by a show of Satish Gujral and his wife, Kiran, simultaneously at our Gallery and the Taj Gallery.

Finally, before concluding, I want just to say this, that we are more interested in your exhibition than the profits from the exhibition. On that basis, we can work out the distribution of costs on a rational way.

With fond regards to you both,

Yours sincerely,

Kekoo.

Mr. S.H. Raza
15, Rue Paul Bert
Paris 17^e
France.

P.S:- Akbar has arrived here but we have not yet met him. I wanted to discuss some matters with him personally to be more specific regarding the terms. Taking into consideration, the estimated expenses of an exhibition in Bombay and Delhi inclusive of transport costs, packing, insurance, hiring charges of the ~~Taj~~ Art Gallery and the costs involved in bringing out a catalogue which would come up to your expectations, we feel that unless we earn 7,000 rupees from the commission on sales, it would not be possible to meet the bare expenditure involved with a nominal profit. This means that we would have to sell a minimum of Rs.21,000 worth of paintings. We have every hope of achieving this target with the good name you have in India and record of your success so far, abroad. The general recession all round in India, however, is an important factor to reckon with and makes one hesitant to face things with normal optimism.

Not knowing the value and number of your paintings it becomes difficult to give you an idea of the percentage of commission that should be charged. In the light of what is mentioned above, would it help you to consider the following proposals:

The commission would be 33 1/3% if the sales are 21,000 rupees or under. On any sale after Rs.21,000, our commission will be at the rate of 25%. To make it more explicit, if the sales are of Rs.25,000, the commission on Rs.21,000, would be at 33% and @ 25% on the next four thousand rupees.

Kekoo.