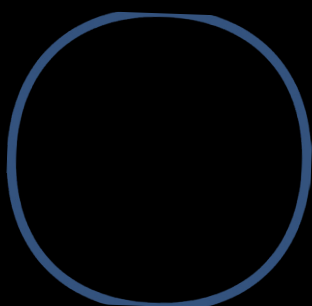
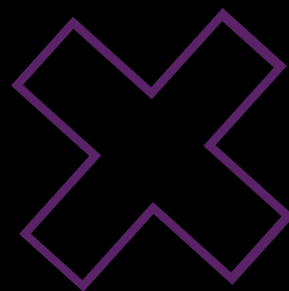


AHMEDABAD
CULTURAL
WEEK



AHMEDABAD CULTURAL WEEK EDITION 01 REPORT

3rd October, 2025 - 12th October, 2025



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OVERVIEW >>>





ABOUT AHMEDABAD CULTURAL WEEK

Ahmedabad Cultural Week takes the initiative to invite 15 organisations and an audience of diverse calibres targeting enthusiasts, academics, critics and patrons, with an aspiration for community building.



VISION

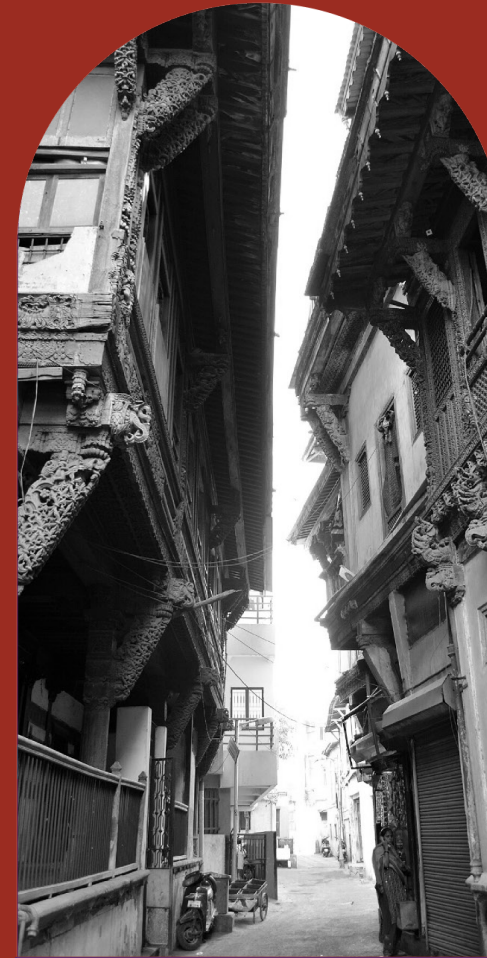
Ahmedabad Cultural Week looks forward to contemporary conversation, pedagogy and interaction within and around the sphere of the arts. Ahmedabad Cultural Week is designed for the city and its people, aiming to build community through contemporary art and cultural engagement. By activating multiple cultural spaces together, the festival creates a diverse annual platform for dialogue, learning, and interaction around the arts.



OBJECTIVE

Ahmedabad has a rich cultural heritage—from landmarks like Adalaj Stepwell and Jama Masjid to renowned institutions like the Calico Museum—along with a strong legacy of patronage and visionary figures such as B.V. Doshi, Buckminster Fuller, and Le Corbusier.

Over the last couple years, there has been an increased number in Contemporary Art spaces that are dynamic with their programming and outreach. Hence, recognizing the growing potential to execute a larger, more comprehensive occurrence that may activate all spaces, simultaneously leading to the initiation of Ahmedabad Cultural Week Edition 1 (ACW Ed.1).



We now celebrate the
contemporary,

showcasing the -
“today”.

to celebrate
CONTEMPORANEOUSNESS
with the city's
most dynamic art
institutes awakening
to *echo in sync.*



the city's cultural
‘tomorrow’.



TESTIMONIALS FROM ATTENDEES

“

It’s good that Ahmedabad is doing something like this. Especially for people like me who are not professionally artists but are art enthusiasts. I wanted to come to Ahmedabad from Pune anyway and this gave me a reason to come.

”

“

I had the chance to visit samara art gallery and meet Sonal Ambani during Ahmedabad cultural week, and it was a wonderful experience. The gallery offers a thoughtfully curated space where art, culture, and creativity come together beautifully. Each artwork tells a story and the overall ambiance makes you pause and reflect. Thanks to ACW for bringing this to my notice and letting me experience this.

”

“

As a textiles student at NIFT, attending Ahmedabad Cultural Week was genuinely enlightening. The exhibition offered a rich mix of art, culture, and creative expression and it was inspiring to see how thoughtfully the installations at HVAC was curated. These particularly caught my attention, but what truly stood out was the diversity of mediums and the stories each piece carried. It’s a wonderful initiative that encourages young creatives to explore, learn, and reconnect with the cultural energy of the city.

”

“

Being new to the city, I was constantly searching for places to explore and experiences that would help me understand Ahmedabad better. That’s when I came across Ahmedabad Cultural Week - and it turned out to be the perfect introduction. The atmosphere, the performances, the people and the overall creative energy made me feel instantly connected to the city. It was one of the best creative experiences I had. I’m already excited for the next edition and can’t wait to see how it grows and what new stories it brings to life.

”

KEY OUTCOMES



ARTISTS

60+ artists



VENUES

15 partner organisations



TEAM

05 Core Heads

07 Volunteers

06 Supporting Crew



AUDIENCE:

3000+ total attendees

40 exhibitions

24 programmes



PROGRAMMES

64 Total Events

21 Talks & Lectures

07 Workshops

02 Marketplaces

05 Discussions & Seminars

12 Walks & Tours

12 Performances

05 Film Screenings



MARKETING

5,000+ Instagram Followers

536,000+ Profile views

2,000+ Website Reach

8000+ Interactions

10+ Publications



COLLABORATIONS

23 partners and sponsors

06 Affiliate

05 Sponsors

04 Gifting

08 Contributing partners



VENUES >>>

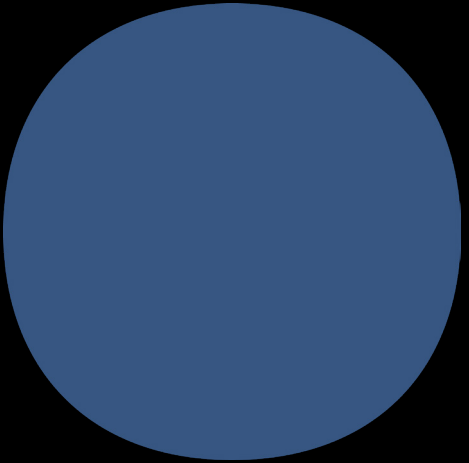
02 VENUES

LIST OF VENUES



079 | STORIES
Archer Art Gallery
Arthshila
Basera
Conflictorium
Darpana Academy of
Performing Arts

Hutheesing Visual
Arts Centre
Iram Art
Lalbhai Dalpatbhai Museum
Mehnat Manzil
Kanoria Centre for Arts



Kasturbhai Lalbhai Museum
Samara Art Gallery
Shreyas Foundation
Vastu Shilpa
Foundation

PARAMETERS FOR SELECTION

- Popularity / Public Recognition
- Cultural Relevance
- Infrastructure Readiness
- Heritage / Architectural Significance
- Community Reach
- Technical Capability
- Capacity & Scale
- Location Accessibility
- Environmental Conditions
- Infrastructure Readiness
- Heritage / Architectural Significance
- Brand Fit
- Footfall Potential
- Neighbourhood Profile

RATIONALE FOR ONBOARDING THESE VENUES

079 STORIES

Chosen for its strong reputation as a contemporary art hub with a diverse lineup of exhibitions, workshops, and cultural programs that actively engage the city’s creative community and broaden public access to art for ACW Ed. 1.

ARTHSHILA

Selected in the first edition of ACW for its multidisciplinary engagement across cinema, architecture, design, and literature, embodying ACW’s ethos of cross-arts dialogue and creative exchange.

ARCHER ART GALLERY

Included in the pilot edition of ACW for its legacy of printmaking and commitment to showcasing modern masters, reflecting Ahmedabad’s art history and print culture.

BASERA

Chosen in ACW Ed.1 as a socially grounded space amplifying women’s voices and participation, aligning with the festival’s goal of inclusivity and community engagement.

CONFLICTORIUM

Chosen for ACW Ed.1 for its socially conscious programming and community-driven approach, introducing critical discourse and expanding the festival’s engagement beyond conventional art audiences.

IRAM ART

Chosen for its commitment to promoting emerging and regional artists, providing an international platform for new voices in contemporary art.

KASTURBHAI LALBHAI MUSEUM

Selected for its historical significance, diverse art collection and architectural charm - serving as a cultural anchor connecting Ahmedabad’s artistic past and present with ACW Ed. 1.

MEHNAT MANZIL

Included in ACW Ed.1 for its focus on labour and informal economies, introducing socio-economic narratives into ACW’s cultural framework.

SHREYAS FOUNDATION

Chosen in ACW Ed.1 for its commitment to education, inclusivity, and heritage-based learning, aligning with ACW’s values of community and cultural continuity.

VASTU SHILPA FOUNDATION

Selected in ACW Ed.1 to honour B.V. Doshi’s architectural and philosophical legacy, anchoring ACW’s exploration of art within the context of environment and design.

HUTHEESING VISUAL ARTS CENTRE

Selected for its central location and flexible infrastructure that supports collaboration, innovation, and audience accessibility across diverse art forms.

DARPANA ACADEMY OF PERFORMING ARTS

Included in the first edition of ACW for its historical contribution to performing arts and social transformation, linking classical traditions with modern activism.

KANORIA CENTRE FOR ARTS

Chosen in the first edition of ACW for its pioneering role in artist residencies and education, offering a multidisciplinary space for experimentation and public engagement.

LALBHAI DALPATBHAI MUSEUM

Selected in ACW Ed.1 for its vast collection of classical Indian art and its architectural importance, representing the city’s intellectual and cultural depth.

SAMARA ART GALLERY

Included in ACW Ed.1 for its contemporary curatorial outlook and dynamic exhibition design, showcasing both established and emerging artists.



079 STORIES



Basera



Arthshila



Conflictorium



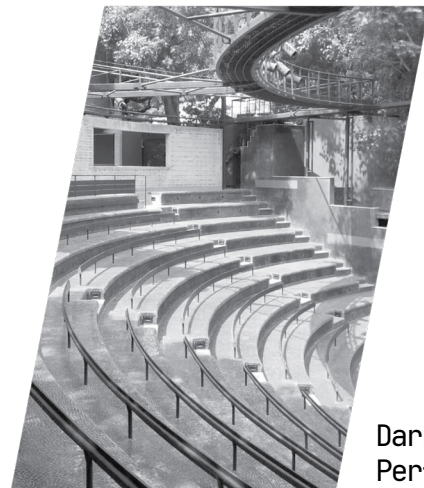
Archer Art Gallery



Kasturbhai Lalbhai Museum



Kanoria Centre for Arts



Darpana Academy of Performing Arts



Lalbhai Dalpatbhai Museum



Samara Art Gallery



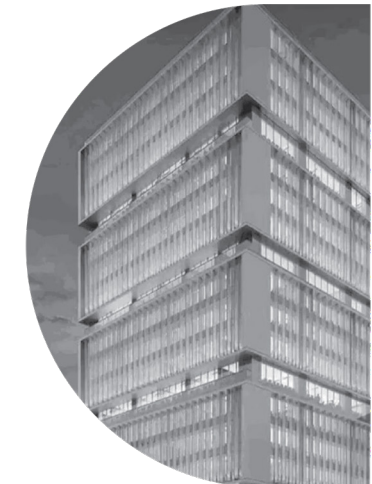
Mehnat Manzil



Hutheesing Visual Arts Centre



Shreyas Foundation



Iram Art



Vastu Shilpa Foundation

PLANNING AND PARTNERSHIPS >>>

03 PLANNING AND PARTNERSHIP

PARTNERS AND SPONSORS, EDITION 1

Affiliate

INDIA ART FAIR



Curator

THE PIONEERS



Gifting



.milimeter



Sponsors



G-8, Sarthi Avenue, Opp. Revali Tower,
Near Courtyard Marriott Hotel,
Ramdevnagar Cross Road, Satellite,
Ahmedabad-15. STORE: +91 9712000328
E: tripadapictureframe@gmail.com
W: www.tripadapictureframe.in



Contributing Partners



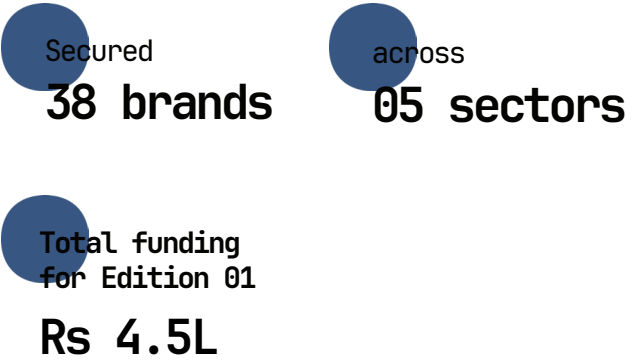
Dreaming in Public



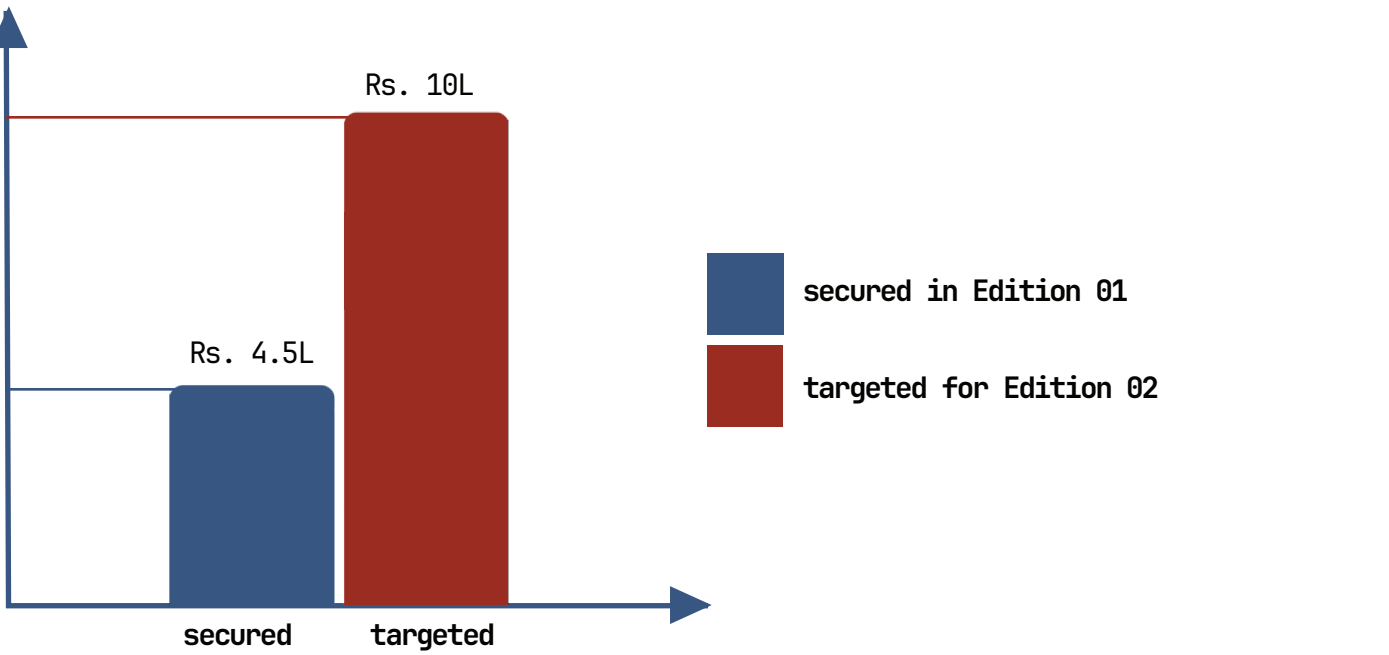
EMAMI ART

FUNDING AND SPONSORS SECURED IN EDITION 01

Our long-term goal for partnerships is to build a sustained network of organisations and brands that support ACW’s growth and share our commitment to the city and society. We aim to move beyond one-time associations and build ongoing, mutually meaningful relationships that strengthen public engagement, deepen cultural impact, and ensure continuity and shared value for future editions and the community.



TARGETS FOR SECOND EDITION



Target Funding

Rs 10L

Major target categories

- Jewellery
- Automobile
- Home Decor
- Travel & Leisure
- Hospitality
- Water
- Bags
- Apparel
- Skincare
- Cosmetics
- Perfumes
- Architects & Interior Designers
- Universities
- Foundations

Since this year’s curatorial direction highlights **climate action and global warming**, we’re looking to collaborate with brands that share these values. Partnering with organisations committed to **sustainability and social impact** will help strengthen and extend the intent of this year’s focus.

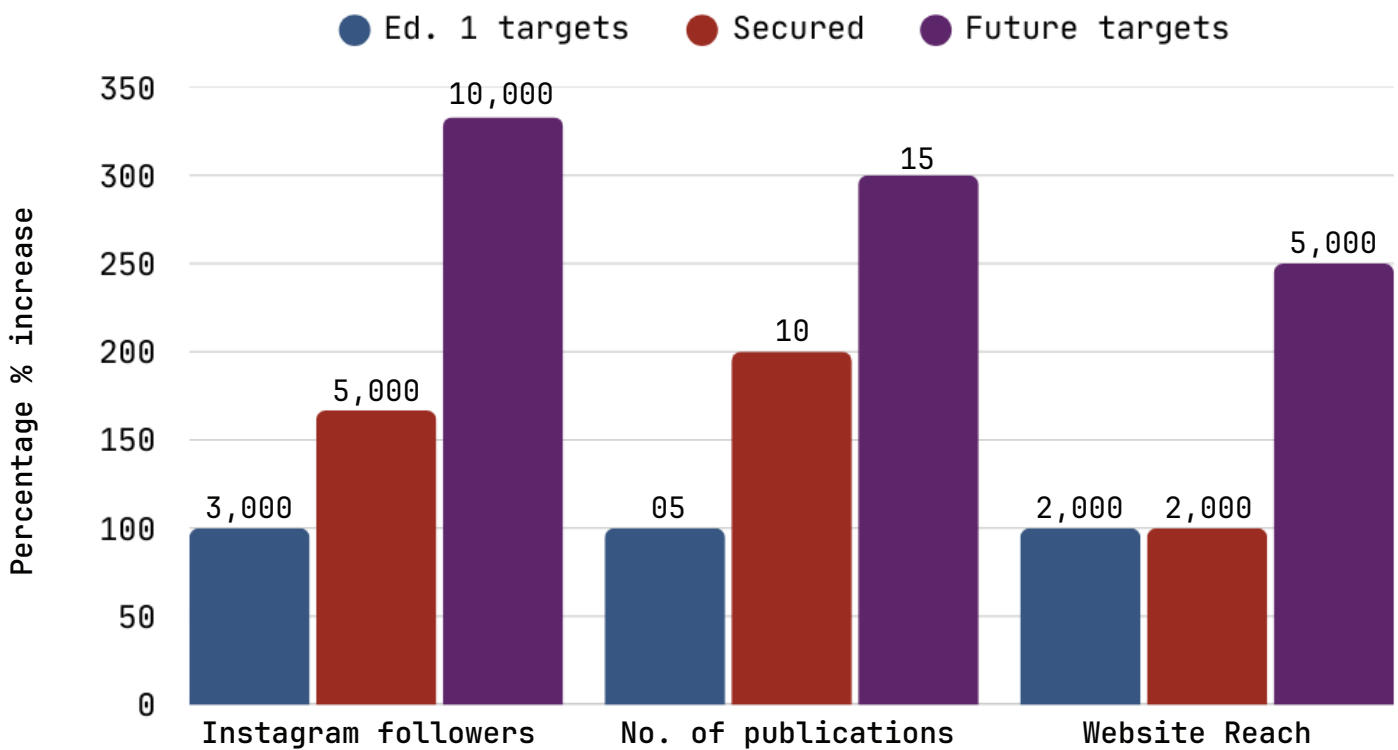


IMPACT AND REACH >>>

PROMOTIONAL OBJECTIVES FOR EDITION 01

- Increase public awareness of ACW across the city.
- Drive footfall to venues and individual events.
- Build a recognisable festival identity that encourages participation and repeat attendance.
- Brand amplification of our sponsors

INITIAL TARGETS AND PROJECTIONS FOR 2026



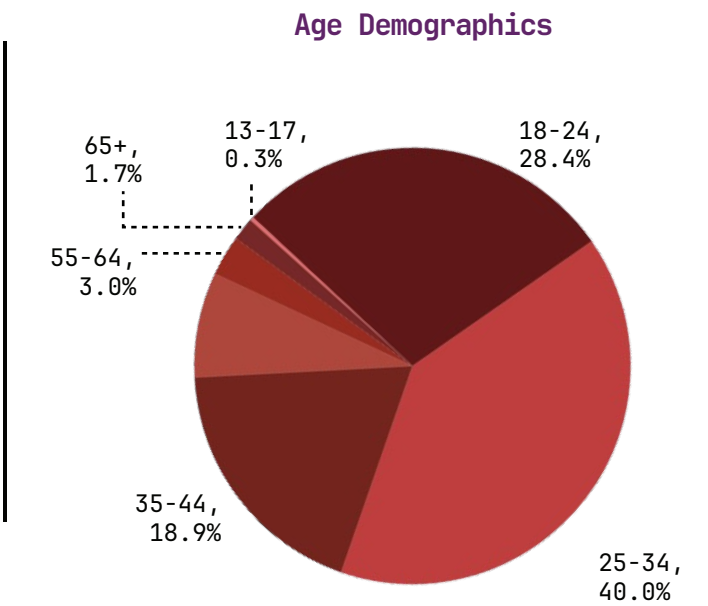
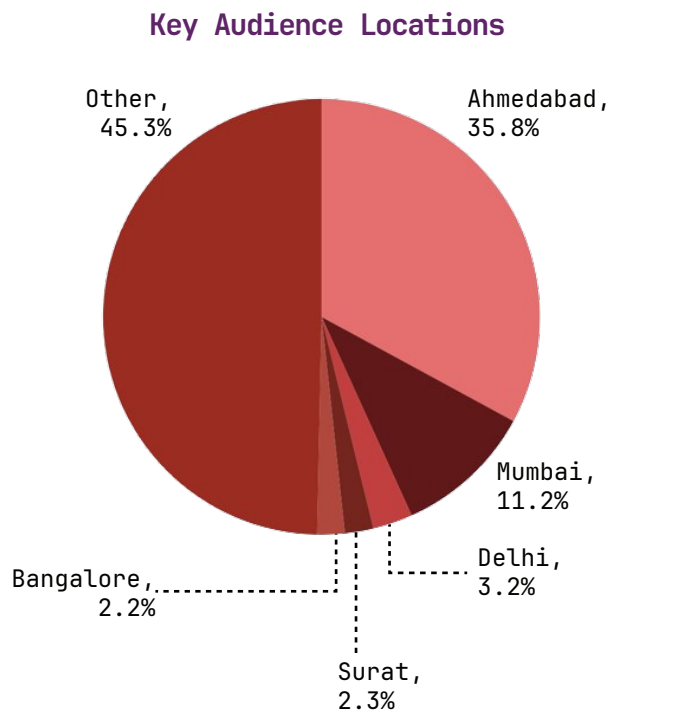
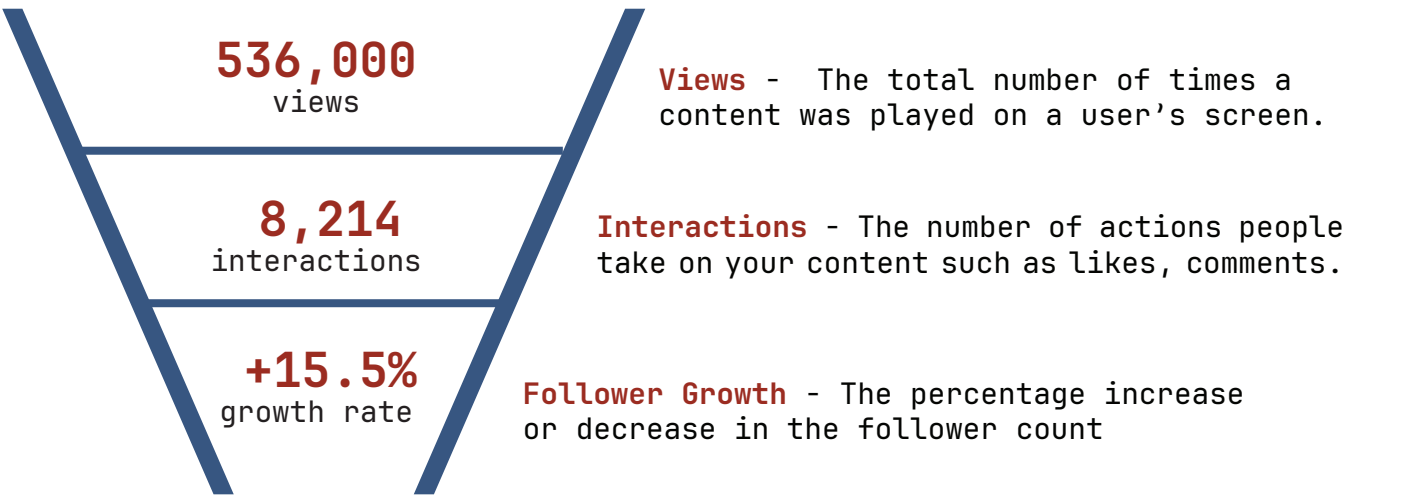
PROSPECTIVE STRATEGIES

NEWS/PUBLICATIONS	SOCIAL MEDIA
• Inviting national as well as international reporters from various media houses • Tie ups with a leading media house as sponsor • Focus on local channels for marketing • Focus on print media such as hoardings, billboards etc.	• Digital marketing ad campaigns scheduled • Interactive stories • Focus on BTS content • Storytelling about the city etc

TOP PERFORMING PLATFORM : Instagram

Social media played a crucial role in presenting ACW’s programming through diverse, adaptable formats and maintaining an active digital presence that significantly boosted visibility and audience engagement.

SOCIAL MEDIA ANALYTICS



Social media expanded ACW’s reach in Ahmedabad and beyond, especially among younger audiences who engage most with digital-first content.



NUMBER OF EVENTS IN EACH VENUE



INITIAL PROJECTED EVENTS

Category	Projected Number of Events	Description / Type
Visual Art Exhibitions	15	Gallery and architecture site-based showcases
Performances	15	Theatre, live music, and dance
Workshops	5	Interactive sessions on crafts, design, and storytelling
Film Screenings	10	Short documentaries and art films

FINAL EVENT SUMMARY, EDITION 01

Category	Number of Events	Description / Type
Exhibitions	21	Gallery and architecture site-based showcases
Performances	12	Theatre, live music, and dance
Workshops	7	Interactive sessions on crafts, design, and storytelling
Marketplace	2	Handcrafted goods and community fairs
Film Screenings	5	Short documentaries and art films
Visits/Walkthroughs	12	Curated tours and walkthroughs
Discussions/Seminars	5	Interactive discussions and book launches
ACW After Hours	18	Evening showcases and after-work events

The initial plan for Ahmedabad Cultural Week was to organize a week-long multi-disciplinary programme combining visual arts, performance, and community engagement. The aim was to create an inclusive citywide celebration that highlights Ahmedabad’s evolving cultural landscape.

DELIVERABLES ACHIEVED IN EDITION 01



As we move into Edition 2, the curatorial focus shifts toward climate action and environmental responsibility. The intention is to anchor programming and collaborations around themes that address the ecological challenges shaping our shared future, while fostering deeper public awareness and creative engagement.

FUTURE PROJECTIONS FOR EDITION 02



DATES FOR EDITION 02

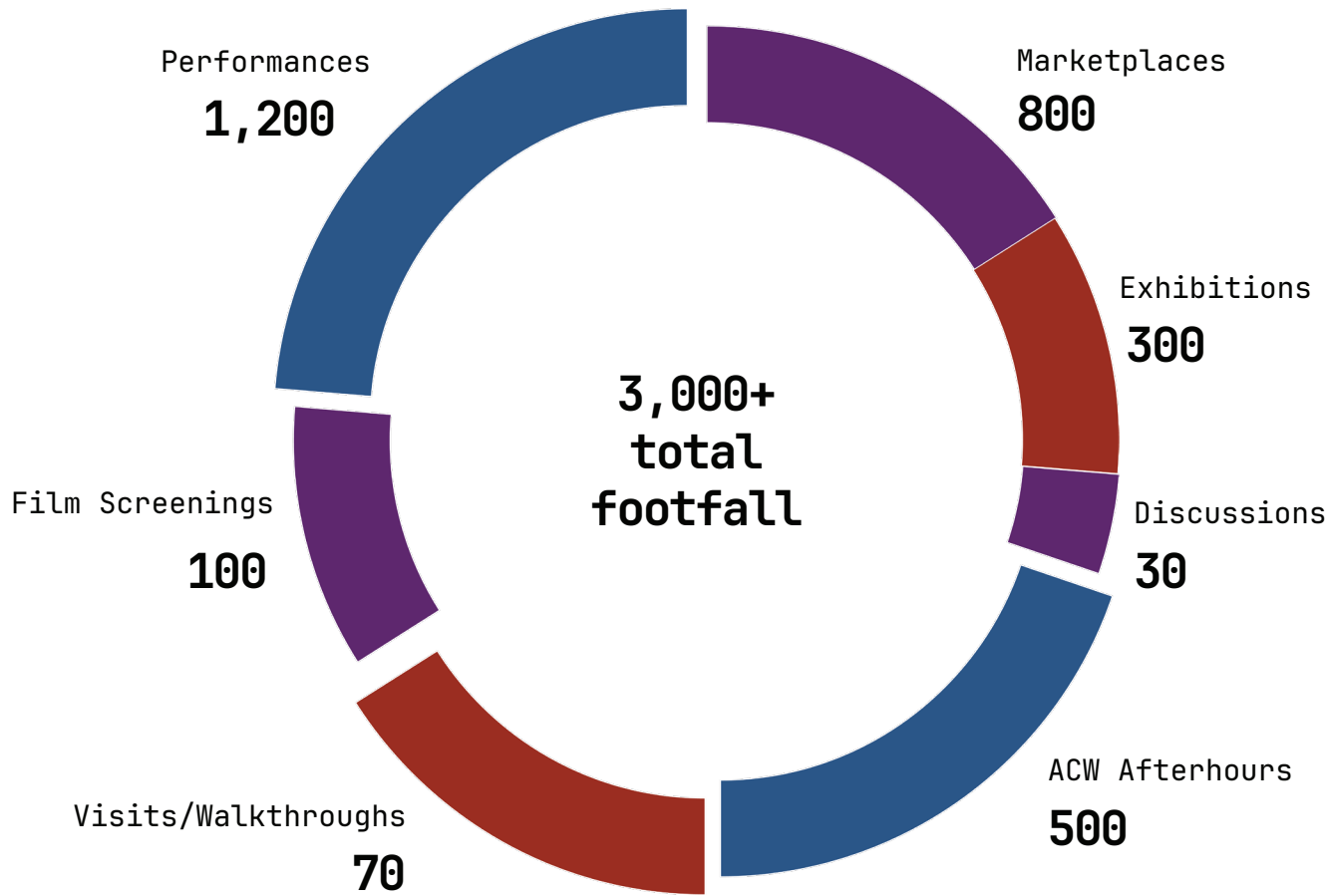


AUDIENCE AND EVENTS’ INSIGHTS

Participant feedback was gathered post each event to assess audience engagement, experience quality, and areas for improvement.

- Surveys and data from venues
- Post-event interviews and testimonials
- Social media engagement and comment analysis

FOOTFALL ACCORDING TO CATEGORY



KEY TAKEAWAYS/INSIGHTS FOR NEXT EDITION

- High engagement in evening and weekend slots continue “ACW After Hours”
- Opportunity to engage universities aligned with ACW’s themes reach out to selective institutions with relevant courses
- Overall design and social media rated positively maintain consistency
- Live performances and programmes gained a lot of traction expand and diversify performance-based offerings
- Stronger signage needed at major venues install large standees for clarity and visibility
- Demand for simpler, lighter brochures produce concise versions for quick understanding
- Venue-wise volunteer presence suggested assign at least one dedicated volunteer per location
- Need for earlier access to programme content release pre-event material to help audiences plan

OVERALL TARGETS FOR EDITION 02



5,000
projected footfall



65+
total events



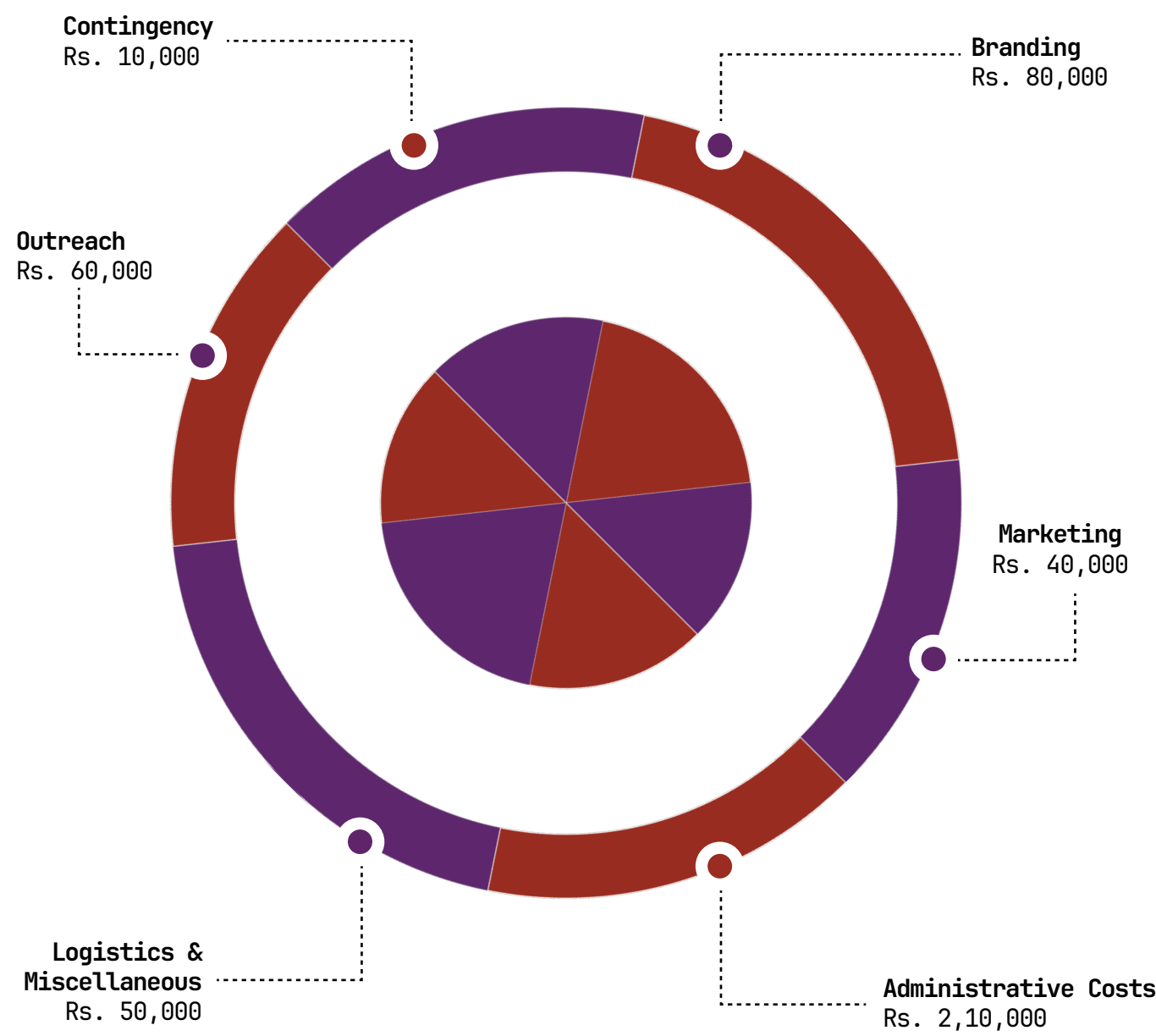
BUDGET AND RESOURCE MANAGEMENT >>>

FINAL BUDGET AND SPEND FOR EDITION 01

 **Rs 4.5L**
Total budget

 **Rs 4L**
Actual Spend

ACTUAL EXPENDITURE BREAKDOWN

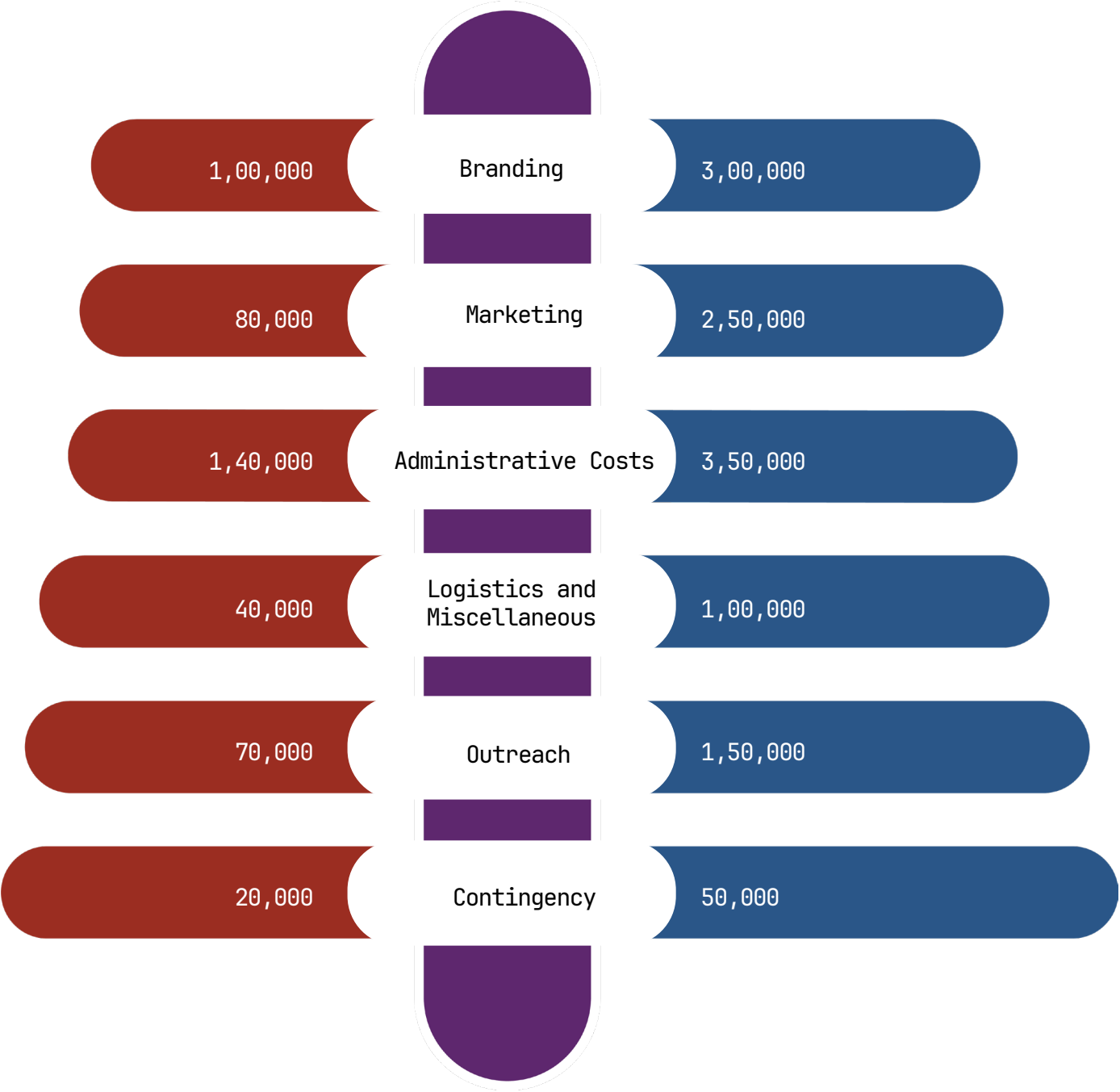


PROSPECTIVE BUDGET AND SPEND FOR EDITION 02

 **Rs 10L**
Total budget

 **Rs 9.6L**
Projected Spend

REVISED ALLOCATION OF BUDGET



CHALLENGES AND CONCLUSION >>>



The team anticipated possible risks such as scheduling conflicts, logistical delays, and unexpected expenses. To mitigate these, contingency plans were established, including maintaining backup venues, securing alternative vendors, and reserving a 10% buffer in the budget. Flexible programming and enhanced communication channels were also put in place to address participant or audience-related uncertainties.

Risk Area	Anticipated Challenge	Prepared Response
Venue Management	Clashes in schedules of multiple events	Streamlined scheduling to reduce overlaps and support smoother participation.
Budget Overruns	Unexpected price hikes or last minute requirements	Allocated 10% of total budget as contingency fund
Audience Turnout	Lower-than-expected public response	Strengthened digital promotions and on-ground collaborations
Weather Conditions	Unpredictable weather affecting outdoor events	Shifted open-air events to semi-covered venues if needed
Logistics and Supplies	Delay in equipment or material delivery	Partnered with multiple vendors to ensure backup support

PROCESS IMPROVEMENTS

- Increase public awareness of ACW across the city.
- Drive footfall to venues and individual events.
- Engage diverse audiences through accessible, multi-channel communication.
- Build a recognisable identity that encourages participation and repeat attendance.

SOCIAL RESPONSIBILITY STATEMENT

Our mission is to celebrate contemporary art and make it accessible as possible. To do so with integrity, we must address the challenges that threaten artists, communities, and cultural ecosystems worldwide.

We recognise that addressing the climate crisis is inseparable from tackling global inequalities. Our environmental actions will be guided by the principles of climate justice, ensuring that our efforts support the needs of those most affected by climate and social injustice.

Accessibility is also an inherent part of all activities. Ahmedabad Cultural Week looks towards having an overall ethos of inclusion for all – older people, families with small children, carers, friends and relatives who accompany guests with particular requirements.

We use our very first edition, ACW Ed.1 as a stepping stone to refine the editions to come. Adopting an access for all principle across will mean giving consideration to existing legislation covering discrimination based on grounds of disability, published access guidance and recognised best practice.

Ahmedabad Cultural Weekend will track annually on our progress. We welcome feedback, collaboration, and accountability from our partners, galleries, and audiences as we continue this work.

If you have questions or comments about this notice, you may email us at - info@ahmedabadculturalweek.com



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