

Press Release

'SELFIESTHAN' – EXPLORING RAJASTHAN FROM YOUR EYES

Delhi / Jaipur, 22 September: Rajasthan is a land steeped in cultural art and beauty of India that inculcates immense grandeur from the eyes of tourists. So is the enchanting view of the artistic 'Selfie Booth' in the Incredible India Tourism Investor's Summit – 2016, the USP of Rajasthan, where the hospitality of the Northern India is mirrored on a different canvas.

Cartist, a team of young enthusiastic minds, for the Incredible India Tourist Investors Summit 2016, redesigned a Tata Nano and an Auto-rickshaw by doing its interiors and exteriors in an artistic manner. The idea was to initiate a youth centric approach by a 'Selfie Booth' with a glimpse of the rich heritage of the state of Rajasthan.

Rajasthan is a state where heritage is preserved in an impeccable manner. The art which is losing its importance in the pages of history is given a new life by exhibiting on a huge and different platform. The artwork is purely a representation of the rich cultural heritage of the Pink city Jaipur, Nano is being painted by a renowned artist Kanchan Chander. The interiors are done keeping in mind the beautiful prints and colors of the royal families. However, the Rickshaw is painted with traditional Kathputli Art of Rajasthan. The fascinating puppets are drawn on the Auto and vibrant colors are used to grab the attention.

Devoted to the beautiful world of art, Cartist holds near about 900 artworks in their collection including paintings, sketches, pen works, sculptures, fiber body installations etc. It is a unique initiative of Rajasthan Tourism to promote Art, young artists and preservation of heritage through its artistic ventures. Rajasthan Tourism supports such creative team of 14 artists of Cartist who had also done a unique makeover of all the Railway Stations of the city in association with Jaipur Nagar Nigam and Indian railways as an initiative towards "Clean India".

Photo Caption:

DSC_0112: Selfiesthan : The view of the Rajasthan's Tourism 'Selfie Booth' today at the Incredible India Tourism Investor's Summit – 2016 in Delhi.

For further info please contact:

Ajay Sharma
Dy. Director
Department of Tourism,
Government of Rajasthan
M: 09314870001

Jaipur Media Coordination

Jagdeep Singh
M: 09829065787

Kamal Kant
M: 09571836810