



Kala Ghoda Association

C/o. A.T.E. Enterprises Pvt. Ltd., 4th Floor,
Gandhi Marg, Fort, Mumbai 400 001.

Phone: 022-40044664 / 022-49764664

PAN No: AAATK2974R

G.S.T No: 27AAATK2974R1ZV

The Art Entrance Gallery

INTRODUCTION

The Army & Navy Building is a listed heritage building, in the Kala Ghoda Art District. The House of Tatas is proud to have not only supported the restoration of this building but also in its continuing support of the Kala Ghoda Association in preserving and promoting the Arts in the area.

The Art Entrance as the name suggests is the foyer space of the Army & Navy Building, Exhibitions is one such initiative, to encourage exposure and understanding of Art among the public, as well as to provide space for Art collections and a platform for budding Artists. With this unconventional use of the Foyer, it is our belief that this bustling commercial area can help provide some relief to people on an otherwise busy day, as well as sensitise us to aspects that improve the quality of our daily lives in the city.

Booking of exhibits (Paintings, Sculptures and Potteries) is allowed and can be collected by the respective buyers on the last day of the Exhibition.

ART GALLERY BOOKING

- Available on a first-come-first-served basis only.
- The minimum booking period is one week.
- Bookings must be made at least one month in advance from the date of the Exhibition.
- Bookings must be made in person or through an authorized representative only.
- Art Gallery confirmation will be made against the complete Booking Form, Artist/s bio-data, photographs of work and security deposit and full payment after samples of the artist's work are approved by the KGA committee.

TIMINGS

Tuesday to Monday – 11 a.m. to 8 p.m.

OPENING CEREMONY GUIDELINES

- The Exhibitor may host an opening ceremony for their exhibition, exclusively on Tuesdays, between 6 p.m. and 8 p.m.
- The provision allows for serving non-alcoholic beverages and finger snacks during this time.
- Please note that heating of food is not permitted during the event.
- The Exhibitor is responsible for organising the snack service and must take precautions to prevent any damage to the premises. It is essential to leave the venue clean and orderly following the opening event.

PAYMENT DETAILS

- **Solo Show:** Rs 15,000/- per week
- **Group Show:** Rs 20,000/- per week

Only **Online Transfer/Cheques**, in favor of "**Kala Ghoda Association**" would be accepted (**Rs 15,000/- for Solo Show and Rs 20,000/- for Group Show**) **NO CASH** payments will be accepted.

The Exhibitor will give the amount applicable to him/ her as a Donation to the Kala Ghoda Association for which an official receipt with an 80-G tax exemption certificate will be issued.

A **Refundable Security Deposit of Rs. 5,000/-** is payable when making the booking. This will be adjusted against any damage to the premises during the Exhibition.

In addition, this deposit will be forfeited if artwork and other material/ belongings are not cleared from the premises on the last day of the Exhibition, which dismantling work is only between 5 p.m. to 7 p.m. on that day. On satisfactory clearing of the Art Gallery, the Deposit will be fully refunded within 7 days from the conclusion of the Exhibition.

The Exhibitor must prepare separate cheques for the Refundable Security Deposit and the Art Gallery.

KGA Bank Details for Online Transfer:

KALA GHODA ASSOCIATION
Name of Bank: HDFC BANK.
Branch: FORT
ACCOUNT NO: 00601450001179
IFSC CODE: HDFC0000060
MICR: 400240015

Once the payment has been made and booking confirmed No Refund will be possible in case of cancellation.

- Exhibitors are required to use the Art Gallery for the specified purpose only and any objection raised by the Secretary or the staff of the Army and Navy Art Gallery would have to be adhered to.
- Non-compliance can invite the closing down of the show without any advance notice for which the Army and Navy Art Gallery will not be held responsible.
- Any unforeseeable reasons for cancellation or adjustment in the dates would have to be accepted by the applicant.
- A Complaint, if any, is to be given in writing by the exhibitor to the Association.

- The Exhibitor must vacate the Art Gallery on the expiry of the booking. Any delay on this account by the Exhibitor would entitle the Secretary of the Art Gallery to remove the exhibits from the Art Gallery without any liability whatsoever.
- The Exhibitor will make no demands for extra facilities other than whatever is available at the Art Gallery. The Art Gallery will take normal care and precautions for the safety and security of the exhibits. If any loss or damage is caused, the Art Gallery will not be liable. The exhibitor will manage his shows.
- The Kala Ghoda Association Committee reserves the right to remove any exhibit or exhibits from the Art Gallery that in its opinion are found to be obscene or objectionable in any matter or are not within the scope of the purpose mentioned in the application for the exhibition.
- If the Art Gallery is to be closed for reasons beyond its control, such as strikes, natural calamities or Government notifications, no refund of rent will be made by the Art Gallery. If, however, the management decides to close the Art Gallery, either will give another day instead of the closed day or will refund the rent for the day.
- These rules are subject to alteration and modification at any time at the discretion of the Committee of Management.

Kindly note that **NO ART GALLERIES** would be permitted to exhibit their work/paintings and in case it is found that the booking of the 'ART ENTRANCE GALLERY' has been done through an ART GALLERIES or ART PROMOTER, the exhibition will be **TERMINATED** with immediate effect.

Kindly arrange to bring your paintings on Friday evening for display. We kindly request not to bring them earlier due to limited storage space availability. Requests for displaying paintings on any other day cannot be accommodated.

For all correspondence concerning the Art Gallery, please mention the following address:

KALA GHODA ASSOCIATION
C/o ATE ENTERPRISES PVT LTD
4TH FLOOR 43 Dr. V.B.GANDHI MARG
MUMBAI 400023.

Tel No – 40044664/49764664

Note: - The Invites should mention the venue/gallery address for the Exhibition as follows: -

THE ART ENTRANCE
ARMY & NAVY BUILDING FOYER,
148. M. G. ROAD,
MUMBAI 400001.

The invitation's text matter MUST be shown to us before printing for our approval

**[CLICK HERE TO BOOK
THE ART ENTRANCE GALLERY](#)**

For any further details email

mail@kalaghodaassociation.com

artentrance.kga@gmail.com.

Thank you and Regards,

Varsha Karale

Curator – Art Entrance Gallery

+91 9820128651

Follow Us on

Facebook: <https://www.facebook.com/kalaghodaartsfestival>

Twitter : <https://twitter.com/kgafest>

Instagram: <https://www.instagram.com/kgafest>

