

# Himanshu Verma

## Profile

An arts curator and facilitator, Himanshu Verma is the founder of Red Earth ([www.redearthindia.com](http://www.redearthindia.com)), a New Delhi based independent arts organisation that works with Indian contemporary visual art as well as diverse forms of cultural expression, started in 2004. Himanshu Verma's engagement with the arts has taken various shapes, and an enriching involvement in informally studying and engaging with arts practice across disciplines had lead to the eclectic, multiple referenced nature of his work.

Red Earth engages with art in all its manifestations – visual art, music, dance, theatre, film, design, and more; breaking down boundaries of folk, classical, modern, popular and others in a unique celebration of culture in India.

Under the banner of Red Earth, Himanshu curates exhibitions, visual art projects, and art festivals. His curatorial work engages with diverse themes and narratives, such as celebrating Indian seasons and festivals with contemporary art exhibitions and festivals, which forms a large part of his work, as well as other themes like masculinity, and contemporary Indian urban culture.

Himanshu has also received critical acclaim, public adoration and people's blessings for reviving traditional Indian festivals and the aspects of lived culture associated with them in the city of Delhi, for example, the festivals of Basant Panchami, Holi, Chaiti, Hariyali Teej and Diwali.

Inspired by the Indian aesthetic, Himanshu aims to make the arts a community affair, which are organically tied to a whole way of life, the seasons cycle and nature, festivals. That is why Red Earth exhibitions and festivals go beyond just that to be experiences. In this process, he has also succeeded significantly in taking art out of its wine and cheese confines.

As an artist, he is involved in multi-media collaborative art projects as well as performance art projects that contextualise performance very differently from as it is understood in the contemporary visual art context.

Himanshu Verma is also a freelance researcher and writer, and an arts facilitator and event co-ordinator. While my academically oriented works focusses on themes of gender, sexuality, modernity and popular culture, the non-academic journalistic work engages with a range of themes and topics, most prominently art and music.

Himanshu Verma is a bit of a clotheshorse and absolutely loves the Saree, it is his humble to effort to celebrate and keep alive the glory of this most wondrous Indian garment, and he would like to extend an open invitation to Men to start dressing up in Sarees on a regular basis!

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*"One of Delhi's youngest art curators and definitely one of the most enthusiastic, he single handedly set up Red Earth in 2004 and has already established a name for his organisation with dynamic projects and lively, theme-based festivals...(Verma) has managed to take art out of its stuffy wine-and-cheese social milieu to fun-filled and relentlessly innovative festivals, fusing art with seasonal celebrations...For a city on the cusp of redefining itself, we can't think of a better poster child than Himanshu Verma."*

*Time Out, Feature on "Twelve Reasons to Love Delhi"; Ishanee Sarkar; April 4-17, 2008*

# Himanshu Verma

Arts Facilitator & Curator, Independent Researcher & Writer

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## DATE OF BIRTH

19 August 1980

## NATIONALITY

Indian

## LANGUAGES KNOWN

Hindi, English  
Working knowledge of French

## EDUCATIONAL QUALIFICATIONS

- Bachelor of Arts (English) from St. Xaviers College and University of Bombay, 2004.

## OTHER QUALIFICATIONS

*Certificat de Francais Moyen* (Certificate in French Language) from Alliance Francaise de Delhi, 1994.

## PUBLICATIONS

- "The Metrosexuals: Exploring the Unexplored. Volume 1: Introduction". 2004. The Pamphlet Project, Issue 1. Published by Red Earth, New Delhi.
- "Theorising Masculinity"; review of *South Asian Masculinities* by Radhika Chopra, Caroline Osella and Filippo Osella. *Biblio: A review of Books*. Volume X, Nos. 1 & 2, Jan-Feb 2005. 34-35.
- "It's the Time to Disco: Contexts of Disco across Cultures". Published online at [www.redearthindia.com](http://www.redearthindia.com), 2005.
- "Gender Studies in India: A new perspective" in *English Studies: Indian Perspectives*, edited by Professor Makarand Paranjape, Amit Sarwall, Aneeta Rajendran. Published by Mantra and Centre of Linguistics and English; School of Language, Literature and Culture Studies; Jawaharlal Nehru University, New Delhi; 2005.
- "Indian Masculinity from Pre-modern to Post-modern: An Overview", paper presented at conference on *Moving Masculinities: Crossing Regional and Historical Borders* organised by Research School of Pacific and Asian Studies and the Faculties of Arts and Asian Studies; Australian National University. Canberra, November 2005.

## WORK EXPERIENCE

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- Project Assistant (Documentation) at the Archives and Research Centre for Ethnomusicology of the American Institute of Indian Studies, New Delhi and Co-ordination Assistant for 'Archives Resource Community' programme from April 1998 to June 1999.
- Worked for Hindustani classical vocalist Ms. Shubha Mudgal, providing her secretarial support from July 1999 to April 2001.
- Information Collator for [www.raagsangeet.com](http://www.raagsangeet.com) , an interactive website for Indian classical music (now non-functional) from May 1998 to July 1999.
- Correspondent for Indian music portal [www.musiccurry.com](http://www.musiccurry.com) from July 2000 to November 2000.
- Content writer for [www.induslive.com/raagsangeet](http://www.induslive.com/raagsangeet) (Hindustani Classical Music Resource) from July 2000 to September 2000
- Contributed to [www.tehelka.com](http://www.tehelka.com), [www.digitaltalkies.com](http://www.digitaltalkies.com), [www.mutationspotting.com](http://www.mutationspotting.com), Raga to Rock, and The Virtual Mahazine, Rave Magazine and others.
- Worked as copywriter for online gift store [www.tajonline.com](http://www.tajonline.com) from October 2001 to January 2003.
- Production assistance for Australian film maker James Ricketson, 2003.
- Worked as Co-ordinator at the Visual Arts Gallery, India Habitat Centre from November 2003 to May 2004.
- Worked as a Researcher for Knowledge Convergence Systems Pvt Ltd. for their music syllabus for children, under the guidance of Ms. Shubha Mudgal and Dr. Aneesh Pradhan, from November 2003 to April 2004.
- Worked as Research Assistant for Dr. Shail Mayaram, Senior Fellow, Centre for the Study of Developing Societies, Delhi from August 2004 to June 2005 on the project 'Communities in Interaction: Cosmopolitanism in Asian Cities', funded by the Ford Foundation.
- Started Red Earth, a company working with the arts in October 2004. Website: [www.redearthindia.com](http://www.redearthindia.com)

CONFERENCES / RESIDENCIES / WORKSHOPS

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- "Indian Masculinity from Pre-modern to Post-modern: An Overview", paper presented at conference on *Moving Masculinities: Crossing Regional and Historical Borders* organised by Research School of Pacific and Asian Studies and the Faculties of Arts and Asian Studies; **Australian National University**. Canberra, November 2005.
- Invited by **Prohelvetia (Swiss Arts Council)** and Kronika Gallery, Bytom, Poland for an international curators residency in May 2007.
- Selected as International Young Visual Arts Entrepreneur of the Year from India, 2008 as part of the **British Council's Young Creative Entrepreneur Awards**. Represented India in London for the international awards.
- Selected by **The British Council** to attend "International Talent Campus", a workshop for cultural producers at **Manchester International Festival**, Manchester; July 2009.
- Recipient of **Arthink South Asia Fellowship**, 2010-2011, Instituted by the Goethe Institut / Max Mueller Bhawan, New Delhi <http://www.arthinksouthasia.org/>

INTERESTS

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Music, Poetry, Contemporary Art, Crafts, Traditional Art, Genda Phool (Marigold Flower), Delhi, Festivals, Food

*Himanshu*

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July 11